

This Page Is Inserted by IFW Operations
and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

**As rescanning documents *will not* correct images,
please do not report the images to the
Image Problem Mailbox.**

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 :

H04N 5/445

A1

(11) International Publication Number:

WO 99/60783

(43) International Publication Date:

25 November 1999 (25.11.99)

(21) International Application Number: PCT/US99/10587

(22) International Filing Date: 13 May 1999 (13.05.99)

(30) Priority Data:

60/085,608 15 May 1998 (15.05.98) US
09/217,100 16 December 1998 (16.12.98) US

(71) Applicant: UNITED VIDEO PROPERTIES, INC. [US/US];
7140 South Lewis Avenue, Tulsa, OK 74136 (US).

(72) Inventors: REYNOLDS, Steven, J.; 812 Altair Drive, Littleton,
CO 80124 (US). KNEE, Robert, A.; 747 Grissom Drive,
Lansdale, PA 19446 (US). ELLIS, Michael, D.; 1300
Kingwood Place, Boulder, CO 80304 (US).

(74) Agents: BYRNE, Matthew, T. et al.; Fish & Neave, 1251
Avenue of the Americas, New York, NY 10020 (US).

(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG,
BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB,
GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG,
KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK,
MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI,
SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZA, ZW,
ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG,
ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ,
TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI,
FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent
(BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE,
SN, TD, TG).

Published

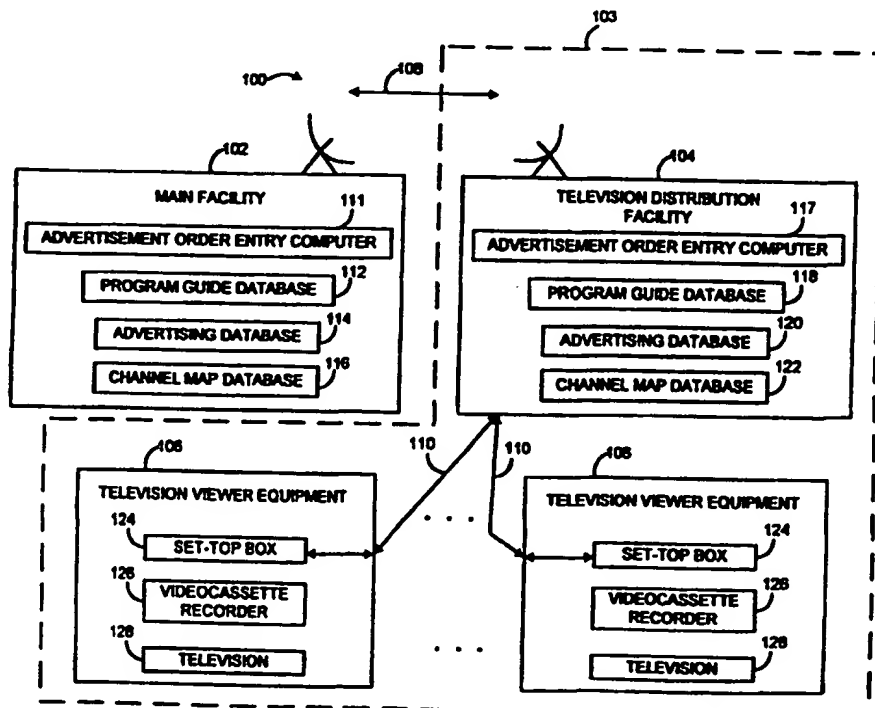
With international search report.

(54) Title: SYSTEMS AND METHODS FOR ADVERTISING TELEVISION NETWORKS, CHANNELS, AND PROGRAMS

(57) Abstract

The present invention allows control of the presentation of advertisements associated with television networks, channels, and programs, and enables a single broadcasting of each advertisement associated with a network to numerous television systems in parallel. The presentation of advertisements is controlled by determining at television viewer equipment whether the associated television networks, channels, or programs are unavailable to the television viewer or are undesirable to the television viewer. The television viewer equipment then presents the advertisements, or selects and presents suitable alternative advertisements. A single broadcasting of each network advertisement is enabled by broadcasting

each advertisement with a network identifier to all television systems, and then by determining whether a local affiliate for that network is available and not designated as undesirable by the television viewer. Based upon this determination, the advertisement or a suitable alternative is then presented to the television viewer.



FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AL	Albania	ES	Spain	LS	Lesotho	SI	Slovenia
AM	Armenia	FI	Finland	LT	Lithuania	SK	Slovakia
AT	Austria	FR	France	LU	Luxembourg	SN	Senegal
AU	Australia	GA	Gabon	LV	Latvia	SZ	Swaziland
AZ	Azerbaijan	GB	United Kingdom	MC	Monaco	TD	Chad
BA	Bosnia and Herzegovina	GE	Georgia	MD	Republic of Moldova	TG	Togo
BB	Barbados	GH	Ghana	MG	Madagascar	TJ	Tajikistan
BE	Belgium	GN	Guinea	MK	The former Yugoslav Republic of Macedonia	TM	Turkmenistan
BF	Burkina Faso	GR	Greece	ML	Mali	TR	Turkey
BG	Bulgaria	HU	Hungary	MN	Mongolia	TT	Trinidad and Tobago
BJ	Benin	IE	Ireland	MR	Mauritania	UA	Ukraine
BR	Brazil	IL	Israel	MW	Malawi	UG	Uganda
BY	Belarus	IS	Iceland	MX	Mexico	US	United States of America
CA	Canada	IT	Italy	NE	Niger	UZ	Uzbekistan
CF	Central African Republic	JP	Japan	NL	Netherlands	VN	Viet Nam
CG	Congo	KE	Kenya	NO	Norway	YU	Yugoslavia
CH	Switzerland	KG	Kyrgyzstan	NZ	New Zealand	ZW	Zimbabwe
CI	Côte d'Ivoire	KP	Democratic People's Republic of Korea	PL	Poland		
CM	Cameroon	KR	Republic of Korea	PT	Portugal		
CN	China	KZ	Kazakhstan	RO	Romania		
CU	Cuba	LC	Saint Lucia	RU	Russian Federation		
CZ	Czech Republic	LI	Liechtenstein	SD	Sudan		
DE	Germany	LK	Sri Lanka	SE	Sweden		
DK	Denmark	LR	Liberia	SG	Singapore		
EE	Estonia						

SYSTEMS AND METHODS FOR ADVERTISING
TELEVISION NETWORKS, CHANNELS, AND PROGRAMS

Background of the Invention

This invention relates to television
5 advertising, and, more particularly, to techniques for
advertising television networks, channels, and
programs.

The practice of advertising television
networks, channels, and programs has become widespread.
10 For example, an advertisement for a network or channel
may promote the network or channel generally or a
particular line-up of television programs on that
network or channel. Similarly, an advertisement for a
television program may promote the program generally or
15 a particular episode or particular episodes of that
program.

Advertisements for television networks,
channels, and programs have been delivered to
television viewers in a variety of ways. For example,
20 advertisements have been delivered by using standard
television commercial time slots in television programs
to present the advertisements to television viewers.
The advertisements delivered in such standard

- 2 -

television commercial time slots for television networks and channels have been delivered on both the same and different networks and channels from those being advertised. Similarly, the advertisements for television programs delivered in standard television commercial time slots have been delivered during both the same and different television programs from those being advertised.

As another example, barker television screens have also been used to present advertisements to television viewers over channels that are otherwise unused by television systems. The advertisements delivered on such barker television screens have been presented in a variety of formats including full motion video (including audio), still images, graphics, and text.

As yet another example, passive program guides that provide television program information to television viewers on dedicated television channels have been used to present advertisements. More recently, interactive television program guides have been developed that are similarly capable of delivering advertising for various types of programming. The advertisements delivered by such passive and interactive program guides have been presented in a variety of formats including full motion video (including audio), still images, graphics, and text.

A problem with television advertising is that in certain circumstances the advertisement for a network, channel, or program may be wasted if the network, channel, or program is unavailable to or undesired by a television viewer. For example, an

- 3 -

advertisement presented to a viewer of a news channel for a comedy channel may be wasted if the comedy channel is unavailable to the viewer. As another example, an advertisement for an adult television
5 channel may be wasted when presented to a television viewer who has opted to block out the programming available on the adult television channel in the viewer's home.

As yet another example, an advertisement for
10 a program on a network may be wasted if the local affiliate for that network has chosen not to present the advertised program. As still another example, where a channel on a television system is split by the system operator between a first programming provider
15 during one portion of the day and a second programming provider during another portion of the day, an advertisement for a program provided by the first programming provider may be wasted if the program is to be aired during the second programming provider's
20 portion of the day. As a further example, where a channel produced by a programming provider is affiliated with a first network during one portion of the day and a second network during another portion of the day, an advertisement for a program on the first
25 network may be wasted if the program is to be aired during the second network's portion of the day.

Rather than wasting an advertising opportunity by presenting an advertisement for a network, channel, or program that is unavailable to or
30 undesired by a television viewer, it may be preferred to present an advertisement for a network, channel, or

- 4 -

program that is available to or desired by a television viewer, or some other advertisement.

A problem associated with providing television advertising in program guides is that in order to present an advertisement for a network or a program to be aired on a network, a separate copy of the advertisement for each of the affiliates of the network must be broadcast to the television systems in which the advertisement is to be aired. This repetitive broadcasting must be performed so that each television system receives a copy of the advertisement that is associated with the affiliate of the advertised network carried by the television system. Because the size of typical advertisements that contain graphics may be on the order of several kilobytes, however, broadcasting a separate copy of the advertisement for each affiliate of large networks may be inefficient. For example, for a program guide advertisement having a size of six kilobytes that is to be advertised in association with a network having three hundred affiliates, the broadcasting of that advertisement alone would require the broadcasting of one thousand, eight hundred kilobytes of data.

It is therefore an object of the present invention to provide systems and methods for advertising television networks, channels, and programs that prevent advertisements from being displayed for networks, channels, and programs that are unavailable to television viewers.

It is also an object of the invention to provide systems and methods for advertising television networks, channels, and programs that prevent

- 5 -

advertisements from being displayed for networks, channels, and programs that are undesired by television viewers.

It is a further object of the invention to
5 provide systems and methods for advertising television networks, channels, and programs that prevent advertisements of network programs from being displayed when those programs are not aired by the local affiliates of the corresponding networks.

10 It is a yet further object of the invention to provide systems and methods for advertising television networks, channels, and programs that prevent advertisements of programs from being displayed when those programs are to be aired during a portion of
15 the day when the program provider or network associated with the program is not available to television viewers.

It is a still further object of the invention to provide systems and methods for advertising
20 television networks, channels, and programs that do not require the repetitive broadcasting, for each affiliate of a network, of advertisements for that network, or a program to be aired on that network, to those television systems carrying the advertisements.

25 Summary of the Invention

These and other objects of the invention are accomplished in accordance with the principles of the invention by providing systems and methods that control the presentation of advertisements to television
30 viewers based upon the networks, channels, and programs which are available to the viewers and based upon

- 6 -

whether those networks, channels, and programs are indicated by the viewers to be undesirable. Additionally, in preferred embodiments of these systems and methods, only a single broadcast of each
5 advertisement that is associated with a network (or a program on a network) and a network identifier is performed for all television systems. Once received, the network identifier is used to determine whether the advertisement is to be presented to the viewers of each
10 television system.

The systems and methods of the present invention preferably control the presentation of advertisements by determining at television viewer equipment whether the advertisements are associated
15 with television networks, channels, or programs that may be unavailable to the television viewer or that may be undesirable to the television viewer. Once this determination has been made, the television viewer equipment then preferably presents the advertisements,
20 or selects and presents suitable alternative advertisements. Advertisements may be presented using any suitable technique such as by presenting full motion video (including audio), still images, graphics, and text, during standard television commercial time
25 slots, on barker screens, in passive or interactive program guide advertisements, or using any other suitable advertising method.

The television viewer equipment of the systems and methods of the present invention is
30 preferably a television set-top box coupled to a television, although videocassette recorders (VCRs), advanced television receivers, personal computer

- 7 -

televisions (PC/TVS), and any other suitable equipment that has sufficient hardware to perform the same processing and display functions provided by a television set-top box and television may also be used.

5 The television viewer equipment preferably receives transmissions of data such as advertisements and advertisement control information, program guide information, and channel map information from a main facility, a television distribution facility, or
10 network nodes within a television system. At the television viewer equipment, this data may be used by an interactive television program guide or other suitable application, possibly with additional data stored in the television viewer equipment (such as
15 channel block-out information), to determine whether an advertisement is to be presented to the television viewer.

For example, the program guide or other application may determine that an advertisement that
20 was intended to be presented on the channel "CNN" for a program to be aired on the channel "WTBS" is not to be presented if "WTBS" is not available in the television system, even though "CNN" is available. In this example, it may be determined that the advertisement is
25 associated with "WTBS" from advertisement control information that accompanies the advertisement, or by searching for the program being advertised in program guide information stored in the television viewer equipment and retrieving the corresponding channel
30 information. The determination that "WTBS" is unavailable to the viewer may be made by consulting channel map information stored in the television viewer

- 8 -

equipment or by referring to channel information in program guide information stored in the television viewer equipment. Finally, once the determination of whether the advertisement is to be presented has been
5 made, the advertisement can be presented to the television viewer or a suitable alternative advertisement can be identified and presented.

In order to avoid redundantly broadcasting an advertisement that is associated with a network (or a
10 program to be aired on a network) to each television system carrying the advertisement for each affiliate of that network, the advertisement and a network identifier are preferably broadcast only once to all television viewer equipment in the television systems.
15 The advertisement and the network identifier are received at the television viewer equipment. Using the network identifier and channel map or program guide information located in the television viewer equipment, an interactive program guide or other application
20 running in the television viewer equipment determines whether a local affiliate for that network is available and has not been designated as undesirable by a television viewer. If the local affiliate is available and has not been designated as undesirable, the
25 advertisement is presented to the television viewer. If a local affiliate for that network is not available or the only local affiliate available for that network has been designated as undesirable by the television viewer, a suitable alternative advertisement is
30 identified and presented to the television viewer.

- 9 -

Further features of the invention, its nature and various advantages will be more apparent from the accompanying drawings and the following detailed description of the preferred embodiments.

5 Brief Description of the Drawings

FIG. 1 is a diagram of a system in which systems and methods for targeting of advertising based on network, channel, and program availability and desirability may be implemented in accordance with one
10 embodiment of the present invention.

FIG. 2 is a diagram of a system similar to the system in FIG. 1 showing how servers may be located at network nodes in accordance with one embodiment of the present invention.

15 FIG. 3 is a flow chart of steps involved in receiving and processing an order for an advertisement at an order entry computer in accordance with one embodiment of the present invention.

FIG. 4 is a flow chart of steps involved in
20 transmitting program guide information, channel map information, and advertising information from corresponding databases in accordance with one embodiment of the present invention.

FIG. 5 is a flow chart of steps involved in
25 receiving and storing or processing transmissions of program guide information, channel map information, and advertising information in accordance with one embodiment of the present invention.

FIG. 6 is a flow chart of steps involved in
30 receiving, processing, and displaying advertising

- 10 -

information in accordance with one embodiment of the present invention.

FIG. 7 is a flow chart of steps involved in determining if a television network is viewable by a television audience in accordance with one embodiment of the present invention.

FIG. 8 is a flow chart of steps involved in determining if a television channel is viewable by a television audience in accordance with one embodiment of the present invention.

FIG. 9 is a flow chart of steps involved in determining if a television program is viewable by a television audience in accordance with one embodiment of the present invention.

FIG. 10 is a chart of a channel map relating channel numbers, source identification numbers, availability flags, blocked-out flags, and start and end times in accordance with one embodiment of the present invention.

FIG. 11 is a chart of a channel map relating source identification numbers, network identification numbers, and start and end times in accordance with one embodiment of the present invention.

FIG. 12 is a chart of a channel map relating channel numbers, source identification numbers, network identification numbers, availability flags, blocked-out flags, and start and end times in accordance with one embodiment of the present invention.

FIG. 13 is a flow chart of steps involved in presenting an advertisement for a television channel in a standard commercial television time slot in

- 11 -

accordance with one embodiment of the present invention.

FIG. 14 is a flow chart of steps involved in presenting a barker channel promotion containing only
5 text and graphics for a pay-per-view program in accordance with one embodiment of the present invention.

FIG. 15 is a flow chart of steps involved in presenting an advertisement for a television network in
10 an interactive program guide in accordance with one embodiment of the present invention.

FIG. 16 is a depiction of a "grid"
interactive program guide display screen showing an
advertisement area for presenting advertisements in
15 accordance with one embodiment of the present invention.

FIG. 17 is a depiction of a "navigator"
interactive program guide display screen showing two
advertisement areas for presenting advertisements in
20 accordance with one embodiment of the present invention.

FIG. 18 is a depiction of a "programs by
channels" interactive program guide display screen
showing two advertisement areas for presenting
25 advertisements in accordance with one embodiment of the present invention.

FIG. 19 is a flow chart of steps involved in transmitting, receiving, processing, and displaying an
advertisement for a television network by making only a
30 single broadcast of the advertisement to all television systems in accordance with one embodiment of the present invention.

- 12 -

Detailed Description of the Preferred Embodiments

An illustrative system 100 for controlling the presentation of advertisements associated with television networks, channels, and programs in accordance with the present invention is shown in FIG. 1. System 100 preferably includes a main facility 102 and a plurality of communications links 108 and television systems 103. Only one such communications link 108 and television system 103 are shown in FIG. 1 to avoid over complicating the drawing. Each television system 103 includes at least one television distribution facility 104, communications path 110, and piece of television viewer equipment 106. Generally speaking, main facility 102 provides central data storage and control for some of the program guide functions associated with system 100. System 100 typically has a very large geographical area. Each communications link 108 transmits data between main facility 102 and one or preferably more television distribution facilities 104. Television distribution facilities 104 may provide local data storage and control for typically more localized geographical areas within system 100. Each communications path 110 transmits data between a television distribution facility 104 and one or more pieces of television viewer equipment 106. And each piece of television viewer equipment 106 controls the presentation of advertisements (e.g., on a viewer's television).

Main facility 102 provides central storage and control of program guide data, advertising data, and channel map data in system 100. In order to do so,

- 13 -

main facility 102 preferably contains, among other things, an advertisement order entry computer 111, a program guide database 112, an advertising database 114, and a channel map database 116. Advertisement order entry computer 111 preferably enables and controls the placing of orders for the presentation of advertisements in system 100. When an order is placed via computer 111, computer 111 may accept advertisement control information identifying which advertisement is to be presented, the network, channel, or program with which the advertisement is associated, the date, time, and channel on which the advertisement is to be presented, etc. Once this information has been entered, computer 111 may package and store the advertisement and the advertisement control information in advertising database 114 for later transmission. Computer 111 may also package and store a substitute advertisement (that may be a generic advertisement having no correlation to the primary advertisement and that may be presented instead of the primary advertisement) with the advertisement and the advertisement control information. Computer 111 may be implemented using a personal computer, a mainframe computer, a network of computers, or any other suitable computer capable of receiving and processing data, and communicating with advertising database 114.

Program guide database 112 preferably includes television program guide information such as program times, channels, titles, descriptions, pricing information for individual pay programs and subscription channels, time windows for ordering pay programs and channels, telephone numbers for placing

- 14 -

orders for pay programs and channels, etc. Advertising database 114 preferably includes advertisements in forms such as text, graphics, video, and audio data, advertisement control information such as presentation date, time (including time ranges and correction data), and length information, presentation channel and network information, and information such as the names, categories, ratings, descriptions, and series for the networks, channels, and programs being advertised.

10 Channel map database 116 preferably includes channel map information relating the channels, networks, and sources of programming that can be received in system 100 and may also indicate what channels are available to viewers. For example, the channel map information

15 may indicate that channel number "2" is related to the Central Broadcasting System ("CBS") network and is provided by affiliate "WCBS" in New York City. The channel map information may further include day and time information indicating the days and times at which

20 channels change source or network associations. Although databases 112, 114, and 116 are each illustrated in FIG. 1 as unique databases in main facility 102, any or all of databases 112, 114, and 116 could be consolidated together in, or omitted from,

25 main facility 102 or located at separate main facilities 102.

Information from databases 112, 114, and 116 may be transmitted to each television distribution facility 104 by way of communications link 108. Link

30 108 may be a satellite link, a telephone network link, a cable or fiber optic link, a microwave link, a combination of such links, or any other suitable

- 15 -

communications link. The information transmitted by way of communications link 108 may be transmitted using any suitable transmission technique.

Each television distribution facility 104 is
5 a facility, such as a cable system headend, a broadcast distribution facility, or a satellite television distribution facility, for distributing television signals and data to television viewer equipment 106. As illustrated, each television distribution facility
10 104 may include, among other things, an advertisement order entry computer 117, a program guide database 118, an advertising database 120, and a channel map database 122. Advertisement order entry computer 117 may be substantially the same as advertisement order entry
15 computer 111 in main facility 102. Each of databases 118, 120, and 122 may be substantially the same as databases 112, 114, and 116 in main facility 102, may provide local mirrors of the data in those databases and may be omitted from television distribution
20 facility 104 or located in separate television distribution facilities 104.

If desired, some or all of the program guide information, advertisements and advertisement control information (including that received from advertising
25 order entry computers 111 and 117), and channel map information in databases 112, 114, 116, 118, 120, and 122 may be provided using data sources at facilities other than main facility 102 and television distribution facility 104. For example, program guide
30 information for all or a portion of system 100 may be maintained by a program guide information provider that is separate from main facility 102 and television

- 16 -

distribution facility 104. Similarly, advertisements and advertisement control information may be generated by an advertising facility that is separate from main facility 102 and television distribution facility 104. Also, the channel map information in databases 112, 114, 116, 118, 120, and 122 may be generated and maintained locally at television distribution facility 104.

Program guide information, advertisements, advertisement control information, and channel map information is distributed from television distribution facility 104 to television viewer equipment 106 by way of communications paths 110. Communications paths 110 may be satellite links, telephone network links, cable or fiber optic links, microwave or other free-space links, combinations of such links, or any other suitable communications paths. Any suitable technique or combination of techniques may be used to transmit program guide information, advertisements, advertisement control information, and channel map information over communications paths 110 including analog transmission, digital transmission, and mixed analog and digital transmissions.

Preferably, communications paths 110 have sufficient bandwidth to allow television distribution facility 104 to distribute television programming such as standard broadcast television, pay programming, advertising and promotional videos, and other video information to television viewer equipment 106. Multiple television and audio channels (analog, digital, or both analog and digital) may be provided by communications paths 110. Program guide information,

- 17 -

advertisements, advertisement control information, and channel map information may be transmitted through communications paths 110 using out-of-band channels, using in-band digital channels, using the vertical
5 blanking interval, or using any other suitable technique. If desired, program guide information, advertisements, advertisement control information, and channel map information may be distributed by one or more distribution facilities that are similar to, but
10 separate from, main facility 102 and television distribution facility 104 using communications paths that are the same or separate from communications paths 110.

The information stored and transmitted by
15 databases 112, 114, 116, 118, 120, and 122 preferably ultimately reaches television viewer equipment 106 where the information is processed and displayed (e.g., by an interactive program guide application or by another suitable application) as necessary. As shown,
20 each piece of television viewer equipment 106 may include a set-top box 124, a videocassette recorder 126, and a television 128. Television viewer equipment 106 may additionally or alternatively include advanced television receivers, personal computer televisions
25 (PC/TVS), and any other suitable equipment that has sufficient hardware to perform the same processing and display functions provided by a set-top box and television. Preferably, the information from databases 112, 114, 116, 118, 120, and 122 is processed and
30 transformed into a displayable signal by suitable hardware and software incorporated into set-top box 124, although this hardware could alternatively be

- 18 -

incorporated into videocassette recorder 126 or television 128.

The distribution of data from databases 112, 114, 116, 118, 120, and 122 may be accomplished using one-way transmission from some or all of the databases to television viewer equipment 106. For example, data may be distributed to television viewer equipment 106 continually or periodically from some or all of databases 112, 114, 116, 118, 120, and 122. The distribution of data may also be accomplished using two-way transmissions. With this approach, television viewer equipment 106 requests the needed data from the databases, and, in response, the corresponding database transmits back the requested data.

As shown in FIG. 2, the capabilities of databases 112, 114, 116, 118, 120, and 122 may be provided using databases 204, 206, and 208 located at network nodes 202 which may be located throughout system 100. Databases such as databases 204, 206, and 208 may be used instead of some or all of databases 112, 114, 116, 118, 120, and 122 and may be used in conjunction with some or all of databases 112, 114, 116, 118, 120, and 122. By providing databases at network nodes 202 rather than or in addition to databases provided at main facility 102 and television distribution facility 104, it may be possible to focus the data maintained for a particular area serviced by each network node 202 and it may be possible to more rapidly deliver responses to data requests from television viewer equipment 106 in two-way transmission systems.

- 19 -

A process 300 for enabling and controlling the placing of orders for advertisements that may be implemented on advertising order entry computers 111 (FIG. 1) and 117 (FIG. 1) is illustrated in FIG. 3. At
5 step 302, process 300 begins by waiting for and receiving advertisement control information from a user. As mentioned above in connection with the discussion of advertisement order entry computer 111 of FIG. 1, this information may include an indicator of
10 the advertisement to be presented, the network, channel, or program with which the advertisement is associated, the date, time, and channel on which the advertisement is to be presented, etc. Personnel at main facility 102 or television distribution facility
15 104 may enter the advertisement control information directly into computers 111 or 117, or the information may be received by computers 111 or 117 by way of any suitable intermediate computer system. During normal operation, advertisements are retrieved from one of
20 advertising databases 114, 120, or 206 at step 304 based on the advertisement control information. The advertisements and advertisement control information are then packaged in preparation for transmission to television viewer equipment 106 at step 306. A
25 substitute advertisement (that may or may not be correlated to the primary advertisement) may also be retrieved from one of databases 114, 120, or 206 at step 304 and packaged for transmission along with the primary advertisement and advertisement control
30 information at step 306, if desired. For an advertisement associated with television networks, this packaging in step 306 may include setting a network

- 20 -

identification number in the advertisement control information so that television systems 103 receiving the advertisement may determine if an affiliate associated with the network is carried by each
5 television system 103. Finally, the advertisement and advertisement control information (and substitute advertisement, if desired) are placed in an advertising database 114, 120, or 206 for later transmission to television viewer equipment 106 at step 308. Once step
10 308 has been performed, process 300 loops back to step 302 to wait for and receive more advertisement control information.

FIG. 4 shows a process 400 for controlling the transmission of data to television distribution
15 facilities 104, network nodes 202, and television viewer equipment 106, from databases 112, 114, 116, 118, 120, 122, 204, 206, and 208. Process 400 may be implemented by any of advertisement order entry computers 111 or 117, by databases 112, 114, 116, 118,
20 120, 122, 204, 206, or 208 (either by individually performing a portion of process 400 or by performing the entire process as a supervisor to the remaining co-located databases), by a transmitting end of communications link 108, by a transmitting end of
25 communications paths 110, or by any other suitable equipment capable of controlling the transmission of data from databases 112, 114, 116, 118, 120, 122, 204, 206, and 208.

At step 402, process 400 begins by
30 determining whether program guide information is ready to be transmitted from any of databases 112, 118, or 204. If it is determined at step 402 that television

- 21 -

program guide information is ready to be transmitted, process 400 then retrieves and transmits the appropriate television program guide information at step 404. Once the information has been transmitted at step 404 or if it is determined at step 402 that no television program guide information is ready to be transmitted, process 400 determines whether channel map information is ready to be transmitted from any of databases 116, 122, or 208. If it is determined at step 406 that channel map information is ready to be transmitted, process 400 retrieves and transmits the appropriate channel map information at step 408. Once the information has been transmitted at step 408 or if it is determined at step 406 that no channel map information is ready to be transmitted, process 400 determines at step 410 whether advertising information is ready to be transmitted from any of databases 114, 120, or 206. Advertising information may include an advertisement and advertisement control information (and a substitute advertisement, if desired). If it is determined at step 410 that advertising information is ready to be transmitted, process 400 then retrieves and transmits the appropriate advertising information at step 412. Once the information has been transmitted at step 412 or if it is determined at step 410 that no advertising information is ready to be transmitted, process 400 loops back to and repeats step 402. If desired, the steps of FIG. 4 may be performed concurrently or in a different order.

FIG. 5 shows a process 500 for controlling the reception of data transmitted from databases 112, 114, 116, 118, 120, 122, 204, 206, and 208 to

- 22 -

television distribution facilities 104, network nodes 202, or television viewer equipment 106. Process 500 is preferably implemented by a processor in television viewer equipment 106, but may also be implemented by a processor in advertisement order entry computer 117, in databases 118, 120, 122, 204, 206, or 208 (either by individually performing a portion of process 500 or by performing the entire process as a supervisor to the remaining co-located databases), in a receiving end of communications link 108, in a receiving end of communications paths 110, or in any other suitable equipment capable of controlling the reception of data from databases 112, 114, 116, 118, 120, 122, 204, 206, and 208 at television distribution facilities 104, network nodes 202, and television viewer equipment 106.

At step 502, process 500 begins by determining whether program guide information is waiting to be received from any of databases 112, 118, or 204. If it is determined at step 502 that program guide information is ready to be received, process 500 then receives and stores in memory the program guide information at step 504. When the program guide information is received at a television distribution facility 104 or a network node 202, instead of being stored in memory, the information may be stored in program guide database 118 or 204, respectively. Once the information has been stored at step 504 or if it is determined at step 502 that no program guide information is waiting to be received, process 500 determines at step 506 whether channel map information is waiting to be received from any of databases 116, 122, or 208. If it is determined at step 506 that

- 23 -

channel map information is waiting to be received, process 500 then receives and stores in memory the channel map information at step 508. When the channel map information is received at a television
5 distribution facility 104 or a network node 202, instead of being stored in memory, the information may be stored in channel map database 122 or 208, respectively.

Once the channel map information has been
10 received at step 508 or if it is determined at step 506 that no channel map information is waiting to be received, process 500 determines at step 510 whether advertising information is waiting to be received from any of databases 114, 120, or 206. Advertising
15 information may include an advertisement and advertisement control information (and a substitute advertisement, if desired). If it is determined at step 510 that advertising information is ready to be received, process 500 then receives and processes the
20 advertising information at step 512. The receiving and processing of advertising information is further illustrated in FIGS. 6-9 and discussed below. As is discussed in connection with FIGS. 6-9, the manner in which the advertising information is processed,
25 displayed (if at all), and stored (if at all), may be a function of the program guide information and channel map information that has been received (if at all) by process 500 at the time the advertising information is received. When the advertising information is received
30 at a television distribution facility 104 or a network node 202, instead of being processed, the information may be stored in advertising database 120 or 206,

- 24 -

respectively. Once the information has been processed or stored at step 512 or if it is determined at step 510 that no advertising information is waiting to be received, process 500 then loops back to and repeats
5 step 502. If desired, the steps of FIG. 5 may be performed concurrently or in a different order.

FIG. 6 illustrates in more detail the receiving and processing of advertising information as performed in step 512 of FIG. 5. As shown, advertising
10 information is received at step 602 as an advertisement and advertisement control information (and a substitute advertisement, if desired). Then at step 604 it is determined using the advertisement control information whether the received advertisement is associated with a
15 television network. If it is determined at step 604 that the advertisement is associated with a television network, it is then determined at step 606 whether the network is viewable by the audience for the advertisement. The audience for the advertisement may
20 be viewers of a single piece of television viewer equipment 106, viewers of all television viewer equipment 106 connected to a television distribution facility 104, etc. An example of how step 606 may be performed is discussed below in connection with the
25 illustration of FIG. 7. If it is determined at step 606 that the network is viewable by the audience, the advertisement is displayed or stored at step 608, and then step 512 is completed.

If it is determined in step 604 that the
30 received advertisement is not associated with a television network or in step 606 that the network is not viewable by the audience, it is then determined at

- 25 -

step 612 using the advertisement control information whether the received advertisement is associated with a television channel. If it is determined at step 612 that the advertisement is associated with a television
5 channel, it is determined at step 614 whether the channel is viewable by the audience for the advertisement. An example of how step 614 may be performed is discussed below in connection with the illustration of FIG. 8. If it is determined at step
10 614 that the channel is viewable by the audience, the advertisement is displayed or stored at step 608, and step 512 is completed.

If it is determined in step 612 that the received advertisement is not associated with a
15 television channel or in step 614 that the channel is not viewable by the audience, it is then determined at step 616 using the advertisement control information whether the received advertisement is associated with a television program. If it is determined at step 616
20 that the advertisement is associated with a television program, it is then determined at step 618 whether the program is viewable by the audience for the advertisement. An example of how step 618 may be performed is discussed below in connection with the
25 illustration of FIG. 9. If it is determined at step 618 that the program is viewable by the audience, the advertisement is displayed or stored at step 608, and step 512 is completed. Otherwise, if it is
30 determined at step 618 that the program is not viewable by the audience, a substitute advertisement is selected and displayed at step 610, and then step 512 is completed. The selection of a substitute advertisement

- 26 -

may be made by selecting an advertisement transmitted with the primary advertisement, by selecting an advertisement designated by the advertisement control information, by selecting a default advertisement, or
5 by any other suitable technique for selecting a substitute advertisement.

Finally, if at step 616 it is determined that the advertisement is not associated with a television program, then at step 620 it is once again determined
10 if the advertisement is associated with a television network or channel. If it is determined at step 620 that the advertisement is associated with a television network or channel, then a substitute advertisement is selected and displayed at step 610, and step 512 is
15 completed. Otherwise, if it is determined at step 620 that the advertisement is not associated with a television network or channel, then the advertisement is displayed or stored at step 608, and step 512 is completed.

20 Although a particular order of steps is illustrated in FIG. 6, it should be apparent that the tasks performed in those steps could be performed in different orders or concurrently, with appropriate modification to the steps, without departing from the
25 spirit and scope of the present invention.

An example of a process by which it may be determined at step 606 of FIG. 6 whether a network is viewable by an audience is illustrated in FIG. 7. As shown, at step 702, this process begins by determining
30 if the network is listed in a channel map stored in television viewer equipment 106 performing the process of step 606. Two examples of channels maps that may be

- 27 -

used in performing this step are shown in FIGS. 11 and 12 and discussed below. In the event that channel map information is not available to the process of step 606, step 702, and steps 704 and 706 which follow from step 702, need not be performed. If it is determined at step 702 that the network is listed in the channel map, at step 704 it is determined whether the network is available for viewing at the time or time range associated with the advertisement. The determination of step 704 may be a "yes" for every network listed in the channel map (e.g., for channel maps like that shown in FIG. 11) or for only those networks listed in the channel map that are indicated as being available for viewing (e.g., for channel maps like that shown in FIG. 12), and may be "no" for all other networks. If it is determined in step 704 that the network is not available for viewing, step 606 is completed and returns an indication that the network is not viewable.

Otherwise, if it is determined in step 704 that the network is available for viewing, it is determined at step 706 whether the network has been blocked out. A network may be blocked out by a parent wishing to screen his or her children from adult programming or by an automatic feature of a censorship system such as the "V" chip. A network may be blocked out because the network or channel for the network has been blocked or because a program on at the time or time range of the advertisement has been blocked. For blocking of networks and channels, the determination of whether a network has been blocked out may be "no" for every network listed in the channel map (e.g., for channel maps like that shown in FIG. 11) or for only

- 28 -

those networks listed in the channel map that are indicated as not being blocked out (e.g., for channel maps like that shown in FIG. 12), and may be "yes" for all other networks. For blocked programs, the
5 determination of whether a program is blocked may be made from a blocked program list or flags in program guide information. If it is determined in step 706 that the network is blocked out, step 606 is completed and returns an indication that the network is not
10 viewable. Otherwise, if it is determined in step 706 that the network is not blocked out, step 606 is completed and returns an indication that the network is viewable.

If it is determined at step 702 that the
15 network is not listed in the channel map, it is then determined at step 708 whether the network is listed in program guide information in the device performing the process of step 606. If program guide information is not available to the process of step 606, step 708, and
20 steps 710 and 712 which follow step 708, may be skipped and step 606 may then complete and return a default indication either that the network is viewable or not viewable, as desired. The determination of whether the network is listed in the program guide information may
25 be made by searching the program guide information and returning a "yes" indication if the network is found in the program guide information and a "no" indication if the network is not found in the program guide information. If it is determined at step 708 that the
30 network is not listed in the program guide information, step 606 is completed and returns an indication that the network is not viewable. Otherwise, if it is

- 29 -

determined at step 708 that the network is listed in the program guide information, it is determined at step 710 whether the network is available for viewing at the time or time range associated with the advertisement.

- 5 This determination may be made by checking flags associated with the network in the program guide information. If it is determined at step 710 that the network is not available for viewing, step 606 is completed and returns an indication that the network is
- 10 not viewable. Otherwise, if it is determined at step 710 that the network is available for viewing, it is determined at step 712 whether the network has been blocked out. This determination may be made by checking flags associated with the network in the
- 15 program guide information, channel map, or a blocked-program list. If it is determined at step 712 that the network is blocked out, step 606 is completed and returns an indication that the network is not viewable. Otherwise, if it is determined at step 712 that the
- 20 network is not blocked out, step 606 is completed and returns an indication that the network is viewable.

An example of a process by which it may be determined at step 614 of FIG. 6 whether a channel is viewable by an audience is illustrated in FIG. 8. As

25 shown, at step 802, this process begins by determining if the channel is listed in channel map information stored in television viewer equipment 106 performing the process of step 614. Two examples of channels maps that may be used in performing this step are shown in

30 FIGS. 10 and 12 and are discussed below. In the event that channel map information is not available to the process of step 614, step 802, and steps 804 and 806

- 30 -

which follow from step 802, need not be performed. If it is determined at step 802 that the channel is listed in the channel map information, it is then determined at step 804 whether the channel is available for
5 viewing at the time or time range associated with the advertisement. The determination of step 804 may be "yes" for every channel listed in the channel map information or for only those channels listed in the channel map information that are indicated as being
10 available for viewing (e.g., for channel maps like that shown in FIGS. 10 and 12), and may be "no" for all other channels. If it is determined in step 804 that the channel is not available for viewing, step 614 is completed and returns an indication that the channel is
15 not viewable.

Otherwise, if it is determined in step 804 that the channel is available for viewing, it is then determined at step 806 whether the channel has been blocked out. A channel may be blocked out by a parent
20 wishing to screen his or her children from adult programming or by an automatic feature of a censorship system such as the "V" chip. A channel may be blocked out because the channel or the channel's network has been blocked or because a program on at the time or
25 time range of the advertisement has been blocked. For blocking of networks and channels, the determination of whether a channel has been blocked out may be "no" for every channel listed in the channel map or for only those channels listed in the channel map that are
30 indicated as not being blocked out (e.g., for channel maps like that shown in FIGS. 10 and 12), and may be "yes" for all other channels. For blocked programs,

- 31 -

the determination of whether a program is blocked may be made from a blocked program list or flags in program guide information. If it is determined in step 806 that the channel is blocked out, step 614 is completed and returns an indication that the channel is not viewable. Otherwise, if it is determined in step 806 that the channel is not blocked out, step 614 is completed and returns an indication that the channel is viewable.

10 If it is determined at step 802 that the channel is not listed in the channel map, it is then determined at step 808 whether the channel is listed in program guide information in television viewer equipment 106 performing the process of step 614. If
15 program guide information is not available to the process of step 614, step 808, and steps 810 and 812 which follow step 808, may be skipped and step 614 may then complete and return a default indication either that the channel is viewable or not viewable, as
20 desired. The determination of whether the channel is listed in program guide information may be made by searching the program guide information and returning a "yes" indication if the channel is found in the program guide information and a "no" indication if the channel
25 is not found in the program guide information. If it is determined at step 808 that the channel is not listed in the program guide information, step 614 is completed and returns an indication that the channel is not viewable. Otherwise, if it is determined at step
30 808 that the channel is listed in the program guide information, it is determined at step 810 whether the channel is available for viewing at the time or time

- 32 -

range associated with the advertisement. This determination may be made by checking flags associated with the channel in the program guide information. If it is determined at step 810 that the channel is not available for viewing, step 614 is completed and returns an indication that the channel is not viewable. Otherwise, if it is determined at step 810 that the channel is available for viewing, it is determined at step 812 whether the channel has been blocked out. This determination may be made by checking flags associated with the channel in the program guide information, channel map, or a blocked program list. If it is determined at step 812 that the channel is blocked out, step 614 is completed and returns an indication that the channel is not viewable. Otherwise, if it is determined at step 812 that the channel is not blocked out, step 614 is completed and returns an indication that the channel is viewable.

An example of a process by which step 618 of FIG. 6 may determine whether a program is viewable by an audience is illustrated in FIG. 9. As shown, the process begins by determining at step 902 whether data for the program should be present in program guide information stored in television viewer equipment 106 performing the process of step 618. In the event that program guide information is not available to the process of step 618, the process may skip steps 902, 904, 906, and 908, after which step 616 may then be completed and return a default indication that the program is either viewable or not viewable, as desired. The determination of whether information for a program should be in the program guide information may be made

- 33 -

by checking to see if the program is going to air at a date and time for which other information is available, if the program is on a network or channel for which there is program guide information, or by any other
5 suitable technique.

If it is determined in step 902 that information for the program should not be in the program guide information, step 618 is completed and returns an indication that the program is viewable.
10 Otherwise, if it is determined in step 902 that information for the program should be in the program guide information, it is then determined at step 904 whether information for this program actually is in the program guide information. This determination may be
15 made by searching through the program guide information to determine if information corresponding to the program is present. If it is determined at step 904 that information for the program is not present, step 618 completes and returns an indication that the
20 program is not viewable. Otherwise, if it is determined at step 904 that information for the program is present, it is then determined at step 906 whether this program is on an available channel at the time or time range associated with the advertisement. This
25 determination may be made by first determining from the program guide information the channel on which the program is to air, and then by checking flags associated with that channel in the program guide information. If it is determined at step 906 that the
30 program is not on an available channel, step 618 is completed and returns an indication that the program is not viewable. Otherwise, if it is determined at step

- 34 -

906 that the program is on an available channel, it is determined at step 908 whether the channel has been blocked out. A program may be blocked out because the channel or channel's network on which it is to be aired has been blocked or because the program has been blocked. This determination may be made by checking flags associated with the channel in the program guide information, the channel map, or a blocked-program list. If it is determined at step 908 that the channel has been blocked out, step 618 is completed and returns an indication that the program is not viewable. Otherwise, if it is determined at step 908 that the channel has not been blocked out, step 618 is completed and returns an indication that the program is viewable.

FIGS. 10-12 illustrate examples of channel maps that may be used with the present invention. As shown in FIG. 10, channel map 1000 includes six columns of information. In the channel number column 1002, a channel number is listed for each source of programming listed in column 1004. These channel numbers are used by a viewer as a familiar mechanism to select a particular source of programming. For example, when a viewer selects channel "2," television viewer equipment 106 presents to the viewer the programming provided by source ID (identification) number "1000," which may be programming on a particular broadcast frequency, digital channel, etc.

In the source ID column 1004, a source identification number is listed for each source of programming that may be received using television viewer equipment 106. The number assigned to each source of programming listed in source ID column 1004

- 35 -

may be any number, is preferably unique for each source of programming, and preferably enables the device using channel map 1000 to receive the programming provided by the source corresponding to that number.

5 In the available column 1006, a boolean flag is listed for each source of programming. Each flag may indicate whether a particular viewer is capable of receiving the programming from the corresponding source. This capability of the viewer may be based
10 upon whether the viewer has paid for the programming (if desired; however, it is preferred to display advertisements regardless of whether programs have been paid for by the viewer), whether the programming is offered in the viewer's area, whether the programming
15 is blacked out in the viewer's area (e.g., as is frequently done with sporting events), etc.

 In the blocked out column 1008, a boolean flag is listed for each source of programming. Each flag may indicate whether a particular viewer has
20 indicated that a source of programming is undesirable, and therefore should not be viewable, or an automatic censoring system such as the "V" chip has designated the source of programming as to be censored. Even though a source of programming may be blocked out,
25 advertisements for that programming are preferably presented to induce the viewers to view the programming. However, the advertisements may be blocked also, if desired.

 In the start time column 1010 and the end
30 time column 1012 are start and end times for the time periods during which each channel number is associated with a particular source identification number. For

- 36 -

example, channel number 6 is associated with source identification number 1050 from 12 a.m. (0000) through 12 p.m. (1200) and with source identification number 1075 from 12 p.m. (1200) through 12 a.m. (2400).

5 As shown in FIG. 11, channel map 1100 includes four columns of data, a source ID column 1102, a network ID column 1104, a start time column 1106, and an end time column 1108. Source ID column 1102 lists a source identification number for each source of
10 programming that may be received using television viewer equipment 106. These source identification numbers may be substantially the same as those listed in column 1004 of channel map 1000 of FIG. 10. In network ID column 1104, network identification numbers
15 are listed for each source of programming. Each network identification number may be any number and is preferably unique for each network. Since not all sources of programming are associated with a network, some or all of these network identification numbers may
20 correspond to "no network" (e.g., as shown, the network number "2000" appears for each of sources "1015" and "1018" to indicate that they are not associated with a network). Also, two or more of the sources of programming may be associated with the same network
25 (e.g., as shown, network number "2001" appears for each of sources "1000" and "1075"). In start time column 1106 and end time column 1108, start and end times are listed for the association of each network listed in column 1104 and the corresponding source in column
30 1102.

As shown in FIG. 12, a channel map 1200 may also be used which is a combination of channel maps

- 37 -

1000 and 1100. Channel map 1200 incorporates a channel number column 1202, a source ID column 1204, a network ID column 1206, an available column 1208, a block-out column 1210, a start time column 1212, and an end time column 1214. Each of columns 1202, 1204, 1206, 1208, and 1210, and the data each contain, may be substantially the same as that in columns 1002, 1004, 1104, 1006, and 1008, respectively, of maps 1000 and 1100. Columns 1212 and 1214 represent the start and end times during which each channel is associated with a source of programming and the network indicated is affiliated with that source of programming.

Although, the channel maps of FIGS. 10-12 are shown with particular columns of data, other types of data could be used in the channel maps, and the channel maps could be split up or consolidated, as necessary, in accordance with the present invention.

As mentioned above, the displaying of advertisements for television networks, channels, and programs in the present invention may be accomplished by presenting full motion video, still images, graphics, text, and audio during standard commercial television time slots, on barker television screens, in passive and interactive television program guides, using any other suitable techniques, or using a combination of these or other suitable techniques, if desired. FIGS. 13, 14, and 15 illustrate examples of the steps that may be taken in presenting advertisements in a few of these approaches in accordance with the present invention.

FIG. 13 shows an example 1300 of steps that may be performed in system 100 of FIG. 1 in presenting

- 38 -

an advertisement for a television channel in a standard commercial television time slot in accordance with the present invention. Starting at step 1302, an order for a standard-television-commercial-time-slot advertisement that is associated with a television channel is received at an advertisement order entry computer 111 in a main facility 102. A primary commercial, a substitute commercial, and advertisement control information are then retrieved from the advertising database 114 in main facility 102, packaged for transmission, and stored back in advertising database 114 in main facility 102 at step 1304. During the packaging of step 1304, the primary and substitute commercials may be converted from their native format to another format, such as MPEG-2 (Moving Picture Experts Group) format. Just prior to the time for the presentation of the commercial, at step 1306, the packaged primary commercial, substitute commercial, and advertisement control information are transmitted from advertising database 114 in main facility 102 to television viewer equipment 106. The transmission of step 1306 is performed using digital channels in communications link 108 and communications paths 110. At step 1308, the primary commercial, the substitute commercial, and the advertisement control information are then received at television viewer equipment 106. Television viewer equipment 106 then determines at step 1310 that the primary commercial is associated with a television channel, and, from channel map information stored in television viewer equipment 106, that that television channel is available, but has been blocked out. Finally, at step 1312, the substitute commercial

- 39 -

is selected and presented by the interactive program guide.

FIG. 14 shows an example 1400 of steps that may be performed in system 100 of FIG. 1 in presenting an advertisement for a pay-per-view program in the form of a barker television screen in accordance with the present invention. Starting at step 1402, an order for a barker channel promotion containing only text and graphics for a pay-pay-view program is received at an advertisement order entry computer 111 in a main facility 102. A primary promotion, a substitute promotion, and advertisement control information are then retrieved from the advertising database 114 in main facility 102, packaged for transmission, and stored back in advertising database 114 in main facility 102 at step 1404. Just prior to the time for the presentation of the promotion, at step 1406, the packaged primary promotion, substitute promotion, and advertisement control information are transmitted from advertising database 114 in main facility 102 to television viewer equipment 106. At step 1408, the primary promotion, the substitute promotion, and the advertisement control information are then received at television viewer equipment 106. Television viewer equipment 106 then determines at step 1410 that the primary promotion is associated with a pay-per-view program, and, from program guide information stored in television viewer equipment 106, that that program is available and has not been blocked out. Finally, at step 1412, the primary promotion is presented.

FIG. 15 shows an example 1500 of steps that may be performed in system 100 of FIG. 1 in presenting

- 40 -

an advertisement for a television network in an interactive television program guide in accordance with the present invention. Starting at step 1502, an order for an interactive program guide advertisement for a television network is received at an advertisement order entry computer 111 in a main facility 102. A primary advertisement, a substitute advertisement, and advertisement control information are then retrieved from the advertising database 114 in main facility 102, packaged for transmission, and stored back in advertising database 114 in main facility 102 at step 1504. Just prior to the time for the presentation of the advertisement, at step 1506, the packaged primary advertisement, substitute advertisement, and advertisement control information are transmitted from advertising database 114 in main facility 102 to television viewer equipment 106. At step 1508, the primary advertisement, the substitute advertisement, and the advertisement control information are then received at television viewer equipment 106. An interactive program guide application in television viewer equipment 106 then determines at step 1510 that the primary advertisement is associated with a television network, and, from program guide information stored in television viewer equipment 106, that that network is unavailable. Finally, at step 1512, the substitute advertisement is presented by the interactive program guide.

An example of a "grid" interactive program guide display screen 1600 incorporating an advertisement 1604 is illustrated in FIG. 16. As shown, screen 1600 may have a title 1602, an

- 41 -

advertisement 1604, and a program grid 1606. Title 1602 may be any text or logo indicating a source of the guide information. Advertisement 1604 may include text, graphics, and any other visual presentation, and
5 any or all of the text, graphics, or other visual presentation may be still or moving. Additionally, advertisement 1604 may also include an audio portion that may or may not be synchronized to the visual portion of the displayed presentation. Although
10 advertisement 1604 is shown as using a narrow strip of screen 1600, advertisement 1604 could use any portion of screen 1600 or could use the entire visible area of screen 1600 during a portion of the time the interactive program guide controlling screen 1600 is
15 active. Program grid 1606 may be of the channel-time-grid format illustrated, or may be of any other format. In the channel-time-grid format shown, one axis of the grid displayed lists channel numbers (in this instance, the vertical axis), the other axis of the grid
20 displayed lists times (in this instance, the horizontal axis), and the cells within the grid show program information. A user of screen 1600 may view program information by scrolling through grid 1606 by pressing up and down cursor keys on a remote control that
25 controls set-top box 124 on which the program guide is implemented.

An example of a "navigator" interactive program guide display screen 1700 incorporating advertisements is illustrated in FIG. 17. As shown,
30 screen 1700 may have a title 1702, one or more advertisements 1708 and 1710, and a navigator menu 1704. Title 1702 may be any text or logo indicating

- 42 -

the source of the guide information or the name of the navigator feature of the interactive program guide display. Advertisements 1708 and 1710 may include text, graphics, and any other visual presentation, and
5 any or all of the text, graphics, or other visual presentation may be still or moving. Additionally, advertisement 1708 and 1710 may also include audio portions that may or may not be synchronized to the visual portions of the displayed presentations.
10 Although advertisements 1708 and 1710 are shown as using two particular areas of screen 1700, advertisements 1708 and 1710 could use any portions of screen 1700 or could use the entire visible area of screen 1700 during a portion of the time the
15 interactive program guide controlling screen 1700 is active. Navigator menu 1704 may permit navigation through interactive program guide data by allowing a user to select one of the options listed in menu 1704 using cursor 1706 and then view the data based on the
20 selected option. For example, the user could select "TIME" and then view all program guide data for programs on at a subsequently designated time. As another example, the user could select "TITLE" and then view all program guide data for programs corresponding
25 to a subsequently designated title. As yet another example, the user could select "CHANNEL" and then view all program guide data for programs being and to be aired on a subsequently designated channel.

An example of such a interactive program
30 guide display screen is illustrated in FIG. 18. As shown, a "programs by channel" screen 1800 may have a title 1802, one or more advertisements 1814 and 1816,

- 43 -

and a program listing 1804. Title 1802 may be any text or logo indicating a source of the guide information or the name of the programs-by-channel feature of the interactive program guide display. Advertisements 1814
5 and 1816 may include text, graphics, and any other visual presentation, and any or all of the text, graphics, or other visual presentation may be still or moving. Additionally, advertisements 1814 and 1816 may also include audio portions that may or may not be
10 synchronized to the visual portions of the displayed presentations. Although advertisements 1814 and 1816 are shown as using particular areas of screen 1800, advertisements 1814 and 1816 could use any portions of screen 1800 or could use the entire visible area of
15 screen 1800 during a portion of the time the interactive program guide controlling screen 1800 is active. Program listing 1804 may present a list of programs on a designated channel over a given time period as shown. The designated channel may be
20 indicated in channel name display 1806, the given time period may be indicated by time displays 1808, and the programs may be indicated by program names 1810. In preferred embodiments of screen 1800 further information on any selected program may be available by
25 selecting the program using cursor 1812.

Other examples of presenting advertisements in interactive television program guides are discussed in Knudson et al. U.S. patent application Serial No. 09/034,939, filed March 4, 1998, Knudson et al. U.S.
30 patent application Serial No. 09/070,604, filed April 30, 1998, Knudson et al. U.S. patent application Serial No. 09/070,555, filed April 30, 1998, and Boylan, III

- 44 -

et al. U.S. patent application Serial No. 09/070,700, filed April 30, 1998, which are hereby incorporated by reference herein in their entireties.

FIG. 19 illustrates an example 1900 of steps
5 that may be taken by system 100 of FIG. 1 in transmitting, receiving, processing, and displaying an advertisement associated with a television network in accordance with the present invention. Starting at step 1902, an advertisement and advertisement control
10 information that are associated with a television network are retrieved in package form from advertising database 114 in main facility 102. The package advertisement and information are then transmitted to all television viewer equipment 106 by way of
15 communications link 108, television distribution facilities 104, and communications paths 110 at step 1904. Next, at step 1906, the advertisement and advertisement control information package is received at each piece of television viewer equipment 106. By
20 running a process such as that shown in FIG. 7 and described above, each piece of television viewer equipment 106 then determines at step 1908 whether an affiliate of the network associated with the received advertisement is available on television viewer
25 equipment 106 and has not been designated as being undesirable. If it is determined at step 1908 that an affiliate of the network associated with the advertisement is available and has not been blocked out, then the advertisement is displayed at step 1910.
30 Otherwise, step 1910 selects and displays a substitute advertisement.

- 45 -

The foregoing is merely illustrative of the principles of this invention and various modifications can be made by those skilled in the art without departing from the scope and spirit of the invention.

- 46 -

What is Claimed is:

1. A system for controlling the presentation of an advertisement to a television viewer, comprising:

an advertising database that stores said
5 advertisement; and

a processor that is a portion of one of
a piece of television viewer equipment, a television
set-top box, and a network node, and that receives from
said advertising database said advertisement, that
10 receives advertisement control information associated
with said advertisement, that determines whether one of
a network, a channel, and a program is associated with
said advertisement, and if said one of said network,
said channel, and said program is associated with said
15 advertisement, whether said one of said network, said
channel, and said program is viewable by said
television viewer, and that prevents presentation of
said advertisement when said one of said network, said
channel, and said program is determined not to be
20 viewable by said television viewer.

2. The system defined in claim 1 further
comprising a program guide database that stores program
guide information, wherein said processor receives from
said program guide database said program guide
5 information and uses said program guide information in
determining whether said one of said network, said
channel, and said program is viewable by said
television viewer.

- 47 -

3. The system defined in claim 1 further comprising a channel map database that stores channel map information, wherein said processor receives from said channel map database said channel map information
5 and uses said channel map information in determining whether said one of said network, said channel, and said program is viewable by said television viewer.

4. The system defined in claim 1 further comprising a substitute advertisement that is received from said advertising database, wherein said processor selects said substitute advertisement to be presented
5 to said television viewer when said one of said network, said channel, and said program is determined not to be viewable by said television viewer.

5. The system defined in claim 1 wherein said processor determines that said one of said network, said channel, and said program is determined not to be viewable by said television viewer if said
5 one of said network, said channel, and said program is unavailable to said television viewer.

6. The system defined in claim 1 wherein said processor determines that said one of said network, said channel, and said program is determined not to be viewable by said television viewer if said
5 one of said network, said channel, and said program is undesired by said television viewer.

7. The system defined in claim 1 wherein said processor determines that said one of said

- 48 -

network, said channel, and said program is not viewable
by said television viewer when said one of said
5 network, said channel, and said program should have
corresponding program guide information and does not
have said corresponding program guide information.

8. The system defined in claim 1 wherein
said advertising database is part of a television
distribution facility.

9. The system defined in claim 1 wherein
said advertising database is part of a main facility.

10. A method for controlling the
presentation of an advertisement to a television
viewer, comprising:

storing said advertisement in an
5 advertising database; and
in a processor that is a portion of one
of a piece of television viewer equipment, a television
set-top box, and a network node, receiving said
advertisement from said advertising database, receiving
10 said advertisement control information associated with
said advertisement, determining whether one of a
network, a channel, and a program is associated with
said advertisement, and if said one of said network,
said channel, and said program is associated with said
15 advertisement, determining whether said one of said
network, said channel, and said program is viewable by
said television viewer, and preventing presentation of
said advertisement when said one of said network, said

- 49 -

channel, and said program is determined not to be
20 viewable by said television viewer.

11. The method defined in claim 10 further
comprising storing in a program guide database program
guide information, and, in said processor, receiving
from said program guide database said program guide
5 information and using said program guide information in
determining whether said one of said network, said
channel, and said program is viewable by said
television viewer.

12. The method defined in claim 10 further
comprising storing in a channel map database channel
map information, and, in said processor, receiving from
said channel map database said channel map information
5 and using said channel map information in determining
whether said one of said network, said channel, and
said program is viewable by said television viewer.

13. The method defined in claim 10 further
comprising selecting, in said processor, a substitute
advertisement to be presented to said television viewer
when said one of said network, said channel, and said
5 program is determined not to be viewable by said
television viewer.

14. The method defined in claim 10 wherein
said processor determines that said one of said
network, said channel, and said program is determined
not to be viewable by said television viewer if said

- 50 -

5 one of said network, said channel, and said program is unavailable to said television viewer.

15. The method defined in claim 10 wherein said processor determines that said one of said network, said channel, and said program is determined not to be viewable by said television viewer if said
5 one of said network, said channel, and said program is undesired by said television viewer.

16. The method defined in claim 10 wherein said processor determines that said one of said network, said channel, and said program is not viewable by said television viewer when said one of said
5 network, said channel, and said program should have corresponding program guide information and does not have said corresponding program guide information.

17. The method defined in claim 10 further comprising implementing said advertising database as a part of a television distribution facility.

18. The method defined in claim 10 further comprising implementing said advertising database as a part of a main data storage and control facility.

19. A system for presenting to a television viewer an advertisement that is associated with a television network having a network identifier, said system comprising:

5 an advertising database that stores said advertisement; and

- 51 -

a processor that receives from said
advertising database said advertisement, that receives
advertisement control information that is associated
10 with said advertisement and that contains said network
identifier, that uses said network identifier to
determine whether any affiliate of said network is
viewable by said television viewer, and that prevents
presentation of said advertisement when no said
15 affiliate is determined as being viewable by said
television viewer.

20. The system of claim 19 wherein said
processor further implements a program guide
application that prevents presentation of said
advertisement when no said affiliate is determined as
5 being viewable by said television viewer.

21. A method for presenting to a television
viewer an advertisement that is associated with a
television network having a network identifier, said
method comprising:
5 storing in an advertising database said
advertisement; and
in a processor, receiving from said
advertising database said advertisement, receiving
advertisement control information that is associated
10 with said advertisement and that contains said network
identifier, using said network identifier to determine
whether any affiliate of said network is viewable by
said television viewer, and preventing presentation of
said advertisement when no said affiliate is determined
15 as being viewable by said television viewer.

- 52 -

22. The method of claim 21 further comprising implementing in said processor a program guide application that prevents presentation of said advertisement when no said affiliate is determined as being viewable by said television viewer.

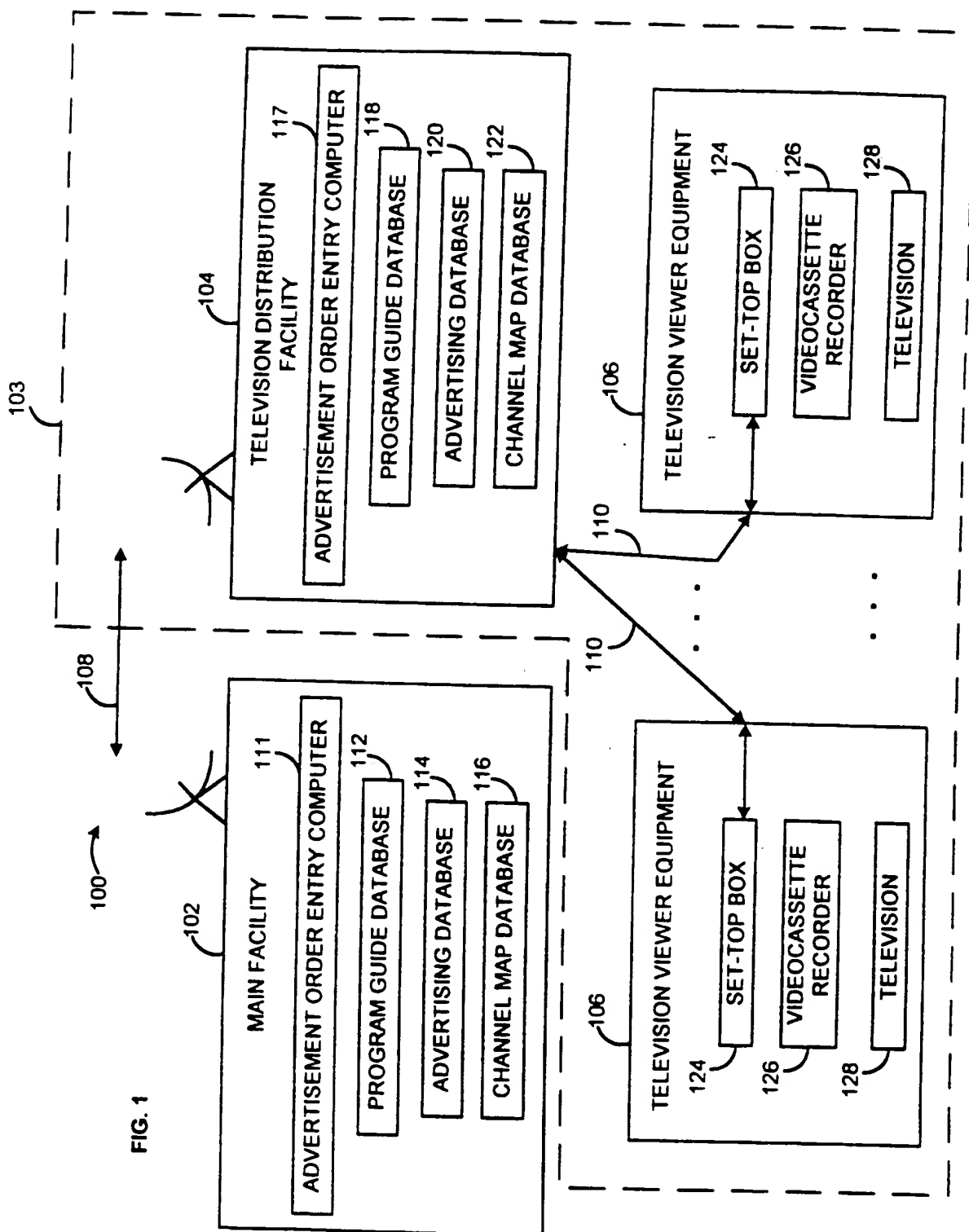


FIG. 1

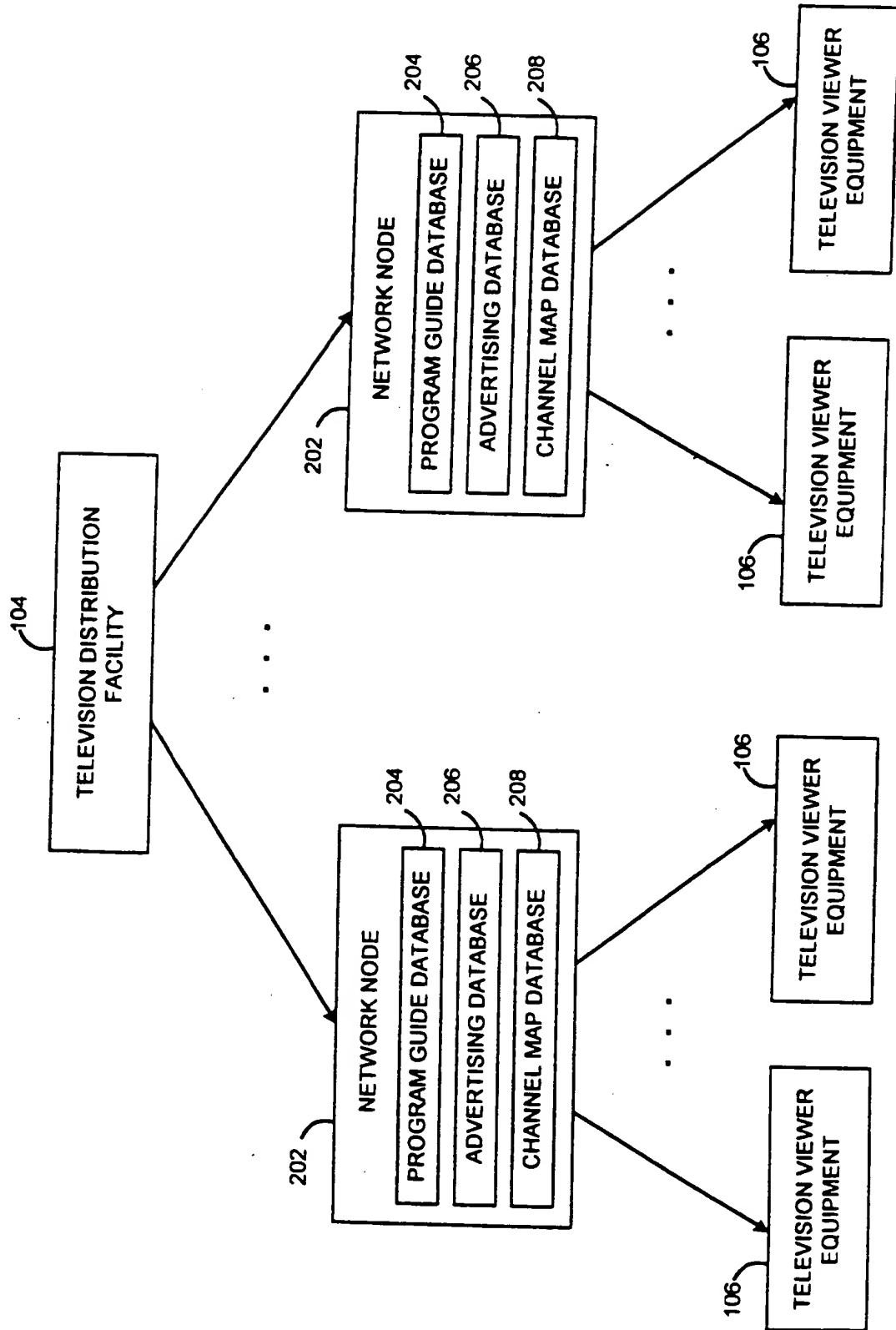


FIG. 2

3/19

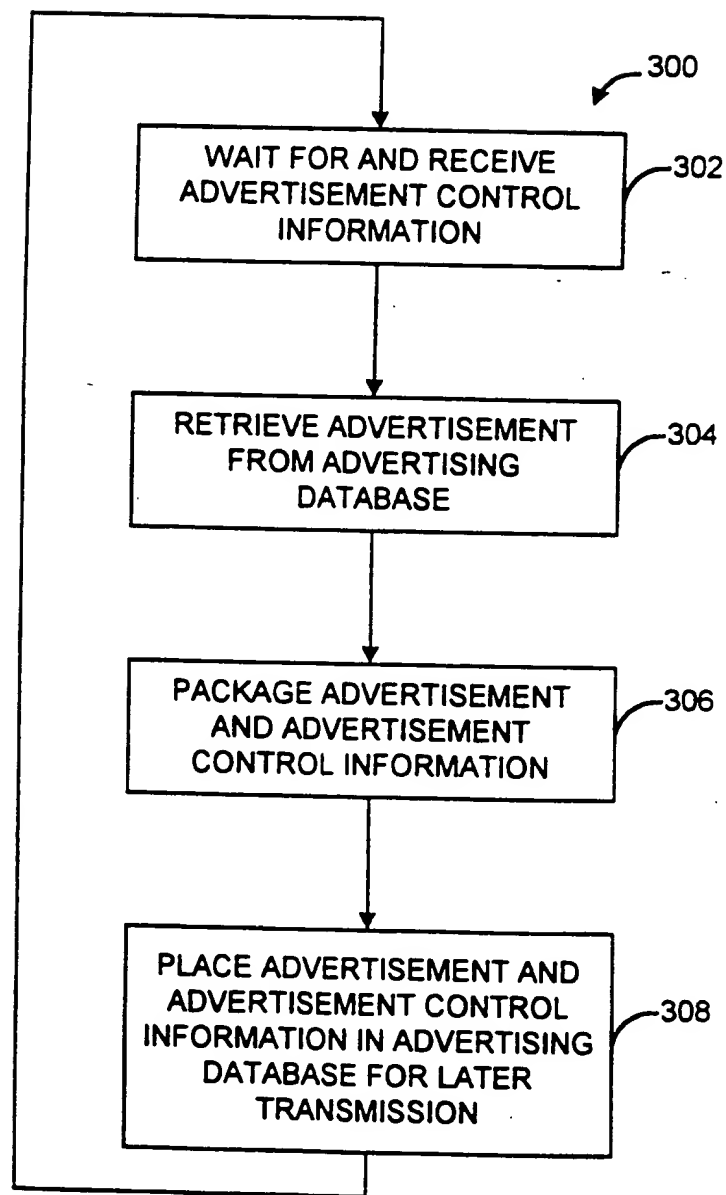


FIG. 3

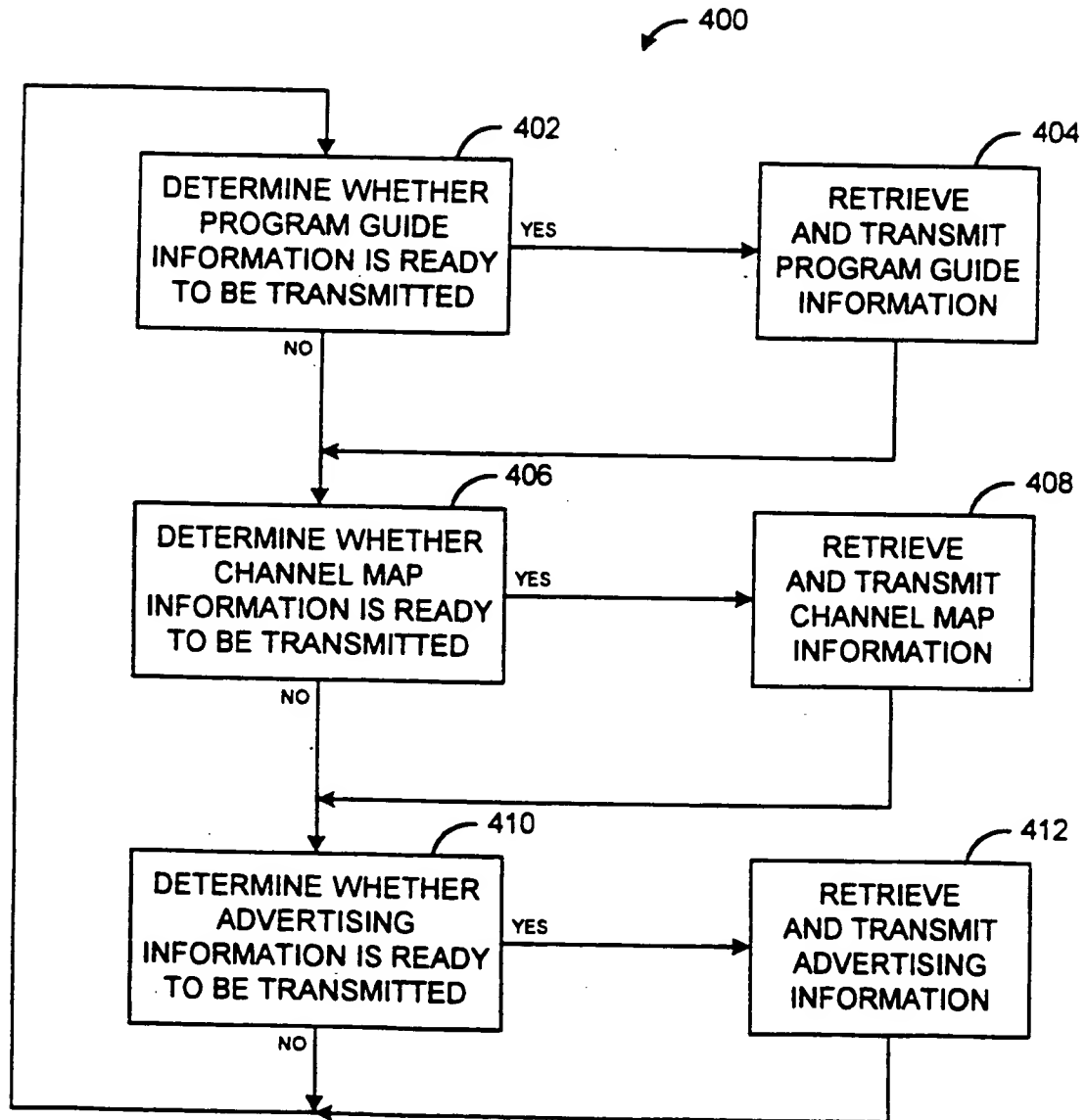


FIG. 4

5/19

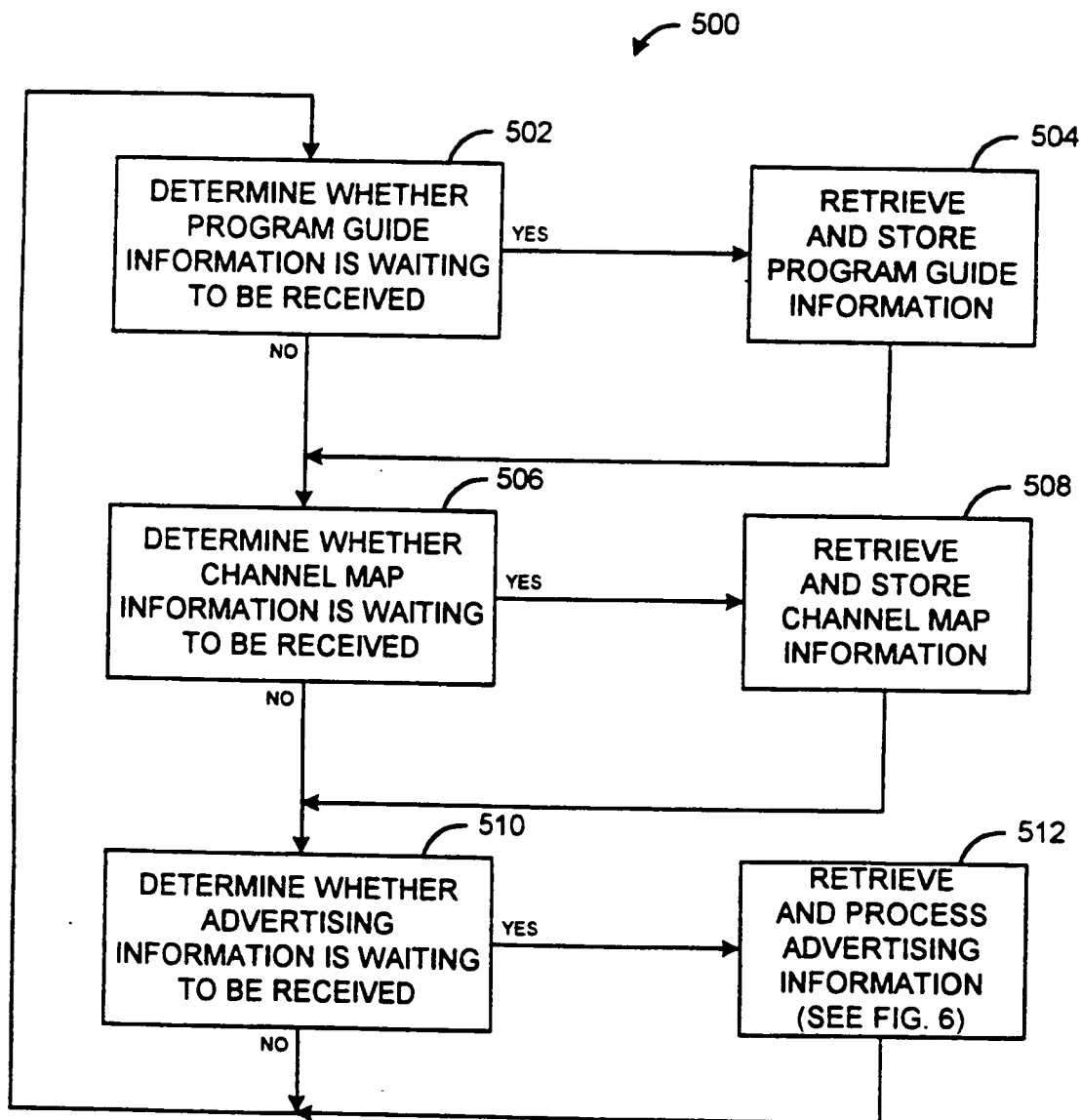
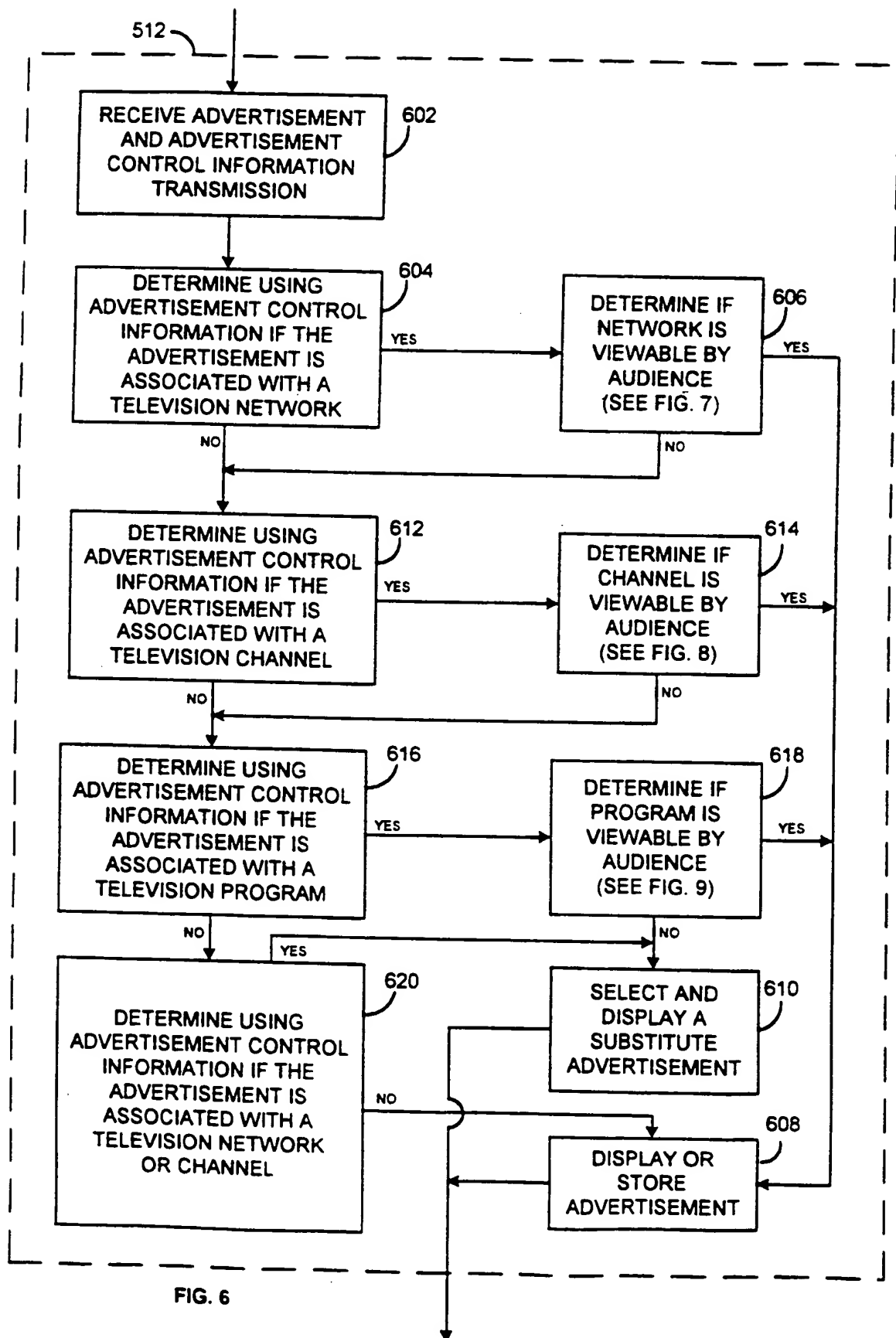
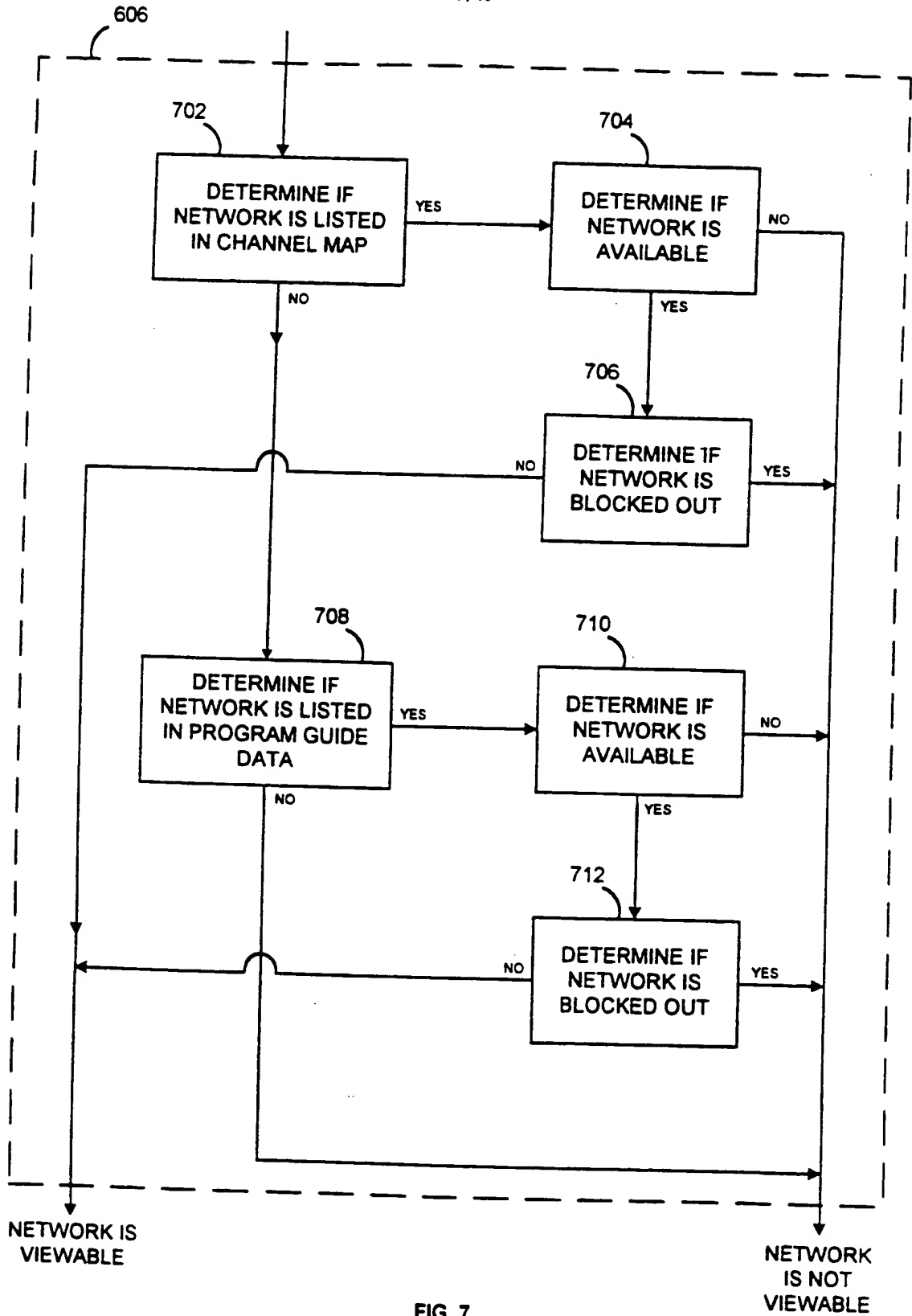


FIG. 5





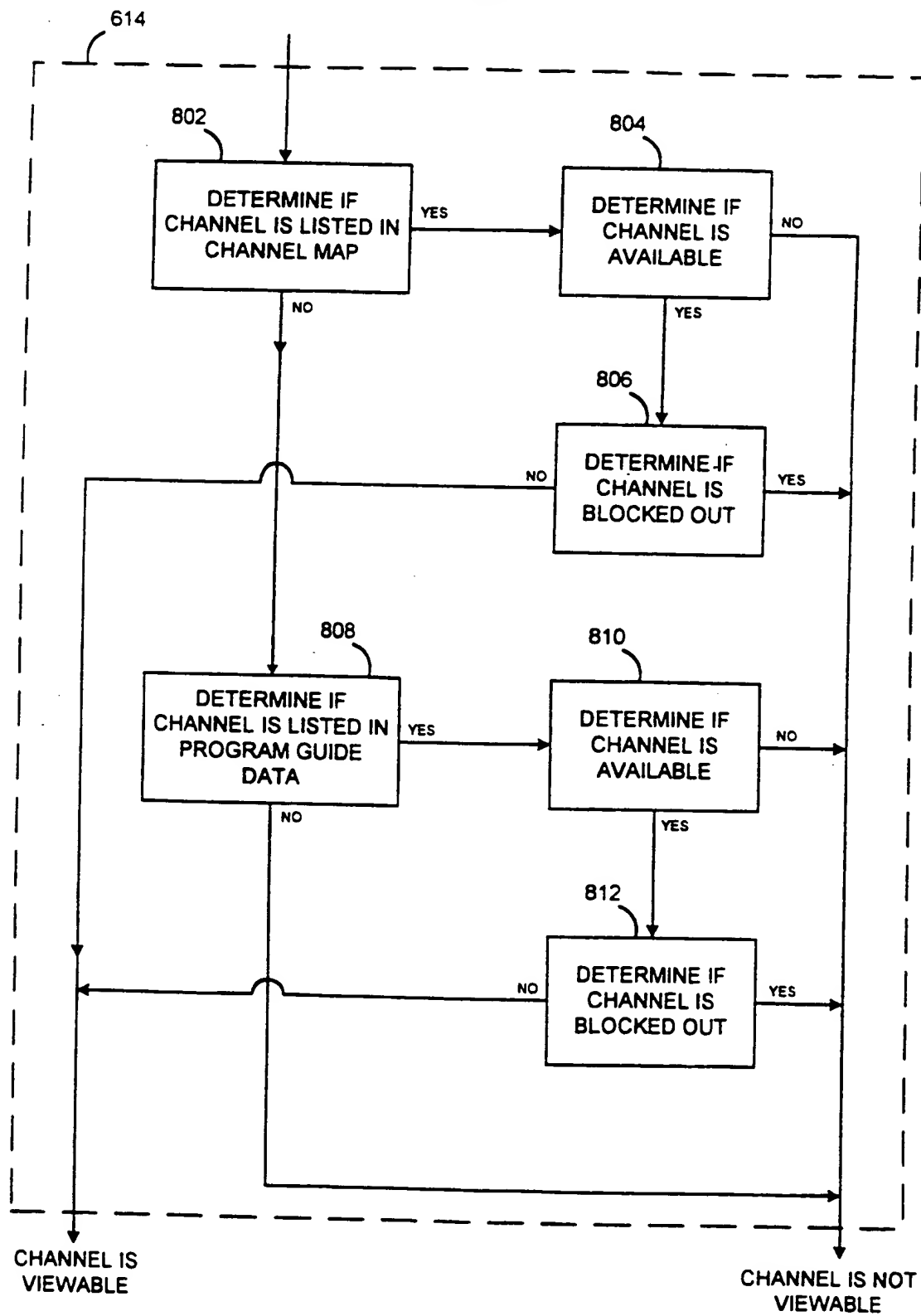


FIG. 8

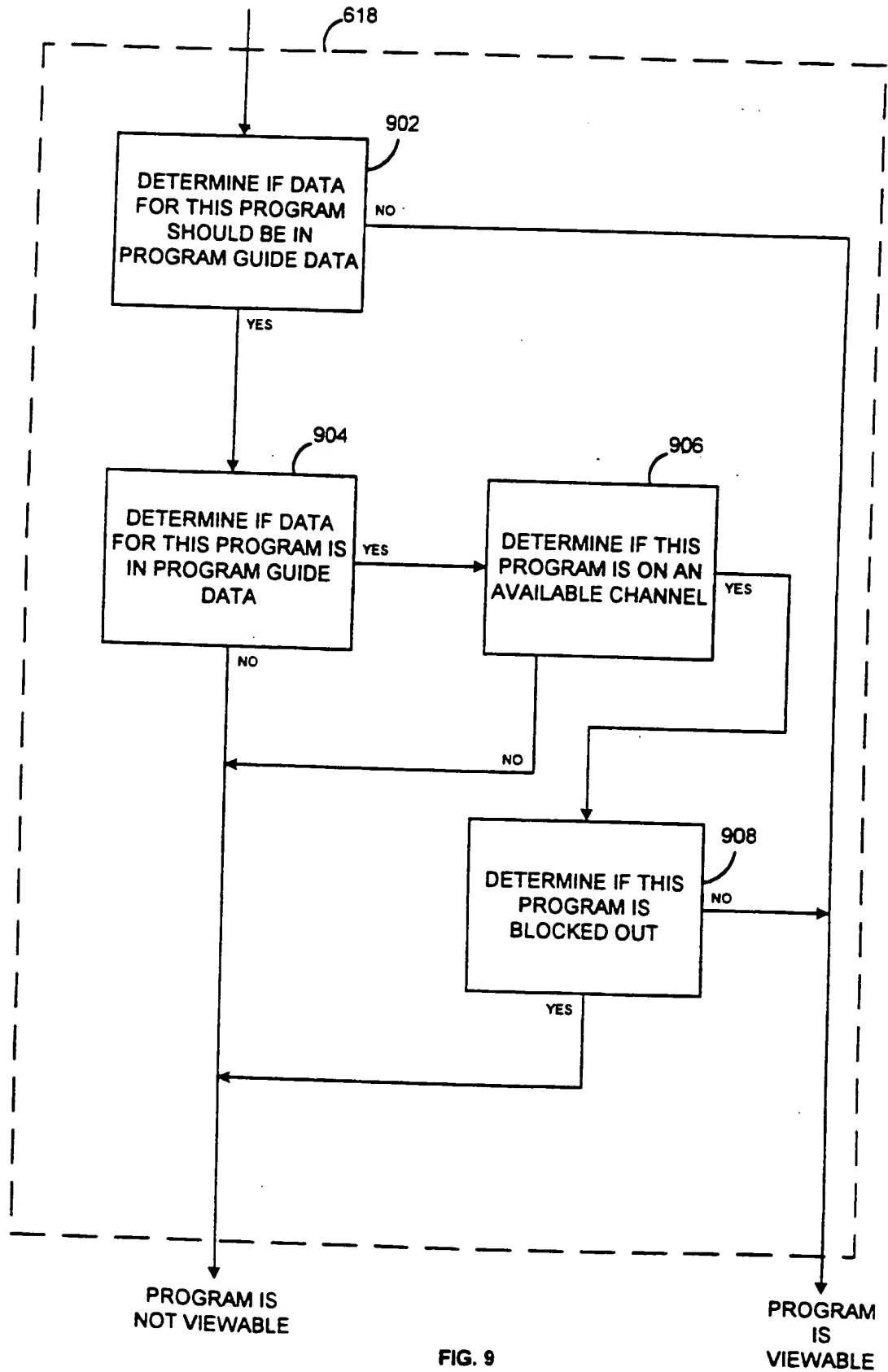


FIG. 9

10/19

1000

CHANNEL NUMBER	SOURCE ID	AVAILABLE	BLOCKED OUT	START TIME	END TIME
2	1000	Y	N	0000	2400
3	1015	Y	N	0000	2400
4	1018	Y	Y	0000	2400
5	1111	N	N	0000	2400
6	1050	Y	N	0000	1200
6	1075	Y	N	1200	2400
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•
99	1032	Y	N	0000	2400

1002 1004 1006 1008 1010 1012

FIG. 10

1100

SOURCE ID	NETWORK ID	START TIME	END TIME
1000	2001	0000	2400
1015	2000	0000	2400
1018	2000	0000	2400
1111	2055	0000	2400
1050	2010	0000	0600
1050	2020	0600	2400
1075	2001	0000	2400
•	•	•	•
•	•	•	•
•	•	•	•
1032	2165	0000	2400

1102 1104 1106 1108

FIG. 11

12/19

1200

CHANNEL NUMBER	SOURCE ID	NETWORK ID	AVAILABLE	BLOCKED OUT	START TIME	END TIME
2	1000	2001	Y	N	0000	2400
3	1015	2000	Y	N	0000	2400
4	1018	2000	Y	Y	0000	2400
5	1111	2055	N	N	0000	2400
6	1050	2010	Y	N	0000	0600
6	1050	2020	Y	N	0600	1200
6	1075	2000	Y	N	1200	2400
•	•	•	•	•	•	•
•	•	•	•	•	•	•
•	•	•	•	•	•	•
99	1032	2165	Y	N	0000	2400

1202 1204 1206 1208 1210 1212 1214

FIG. 12

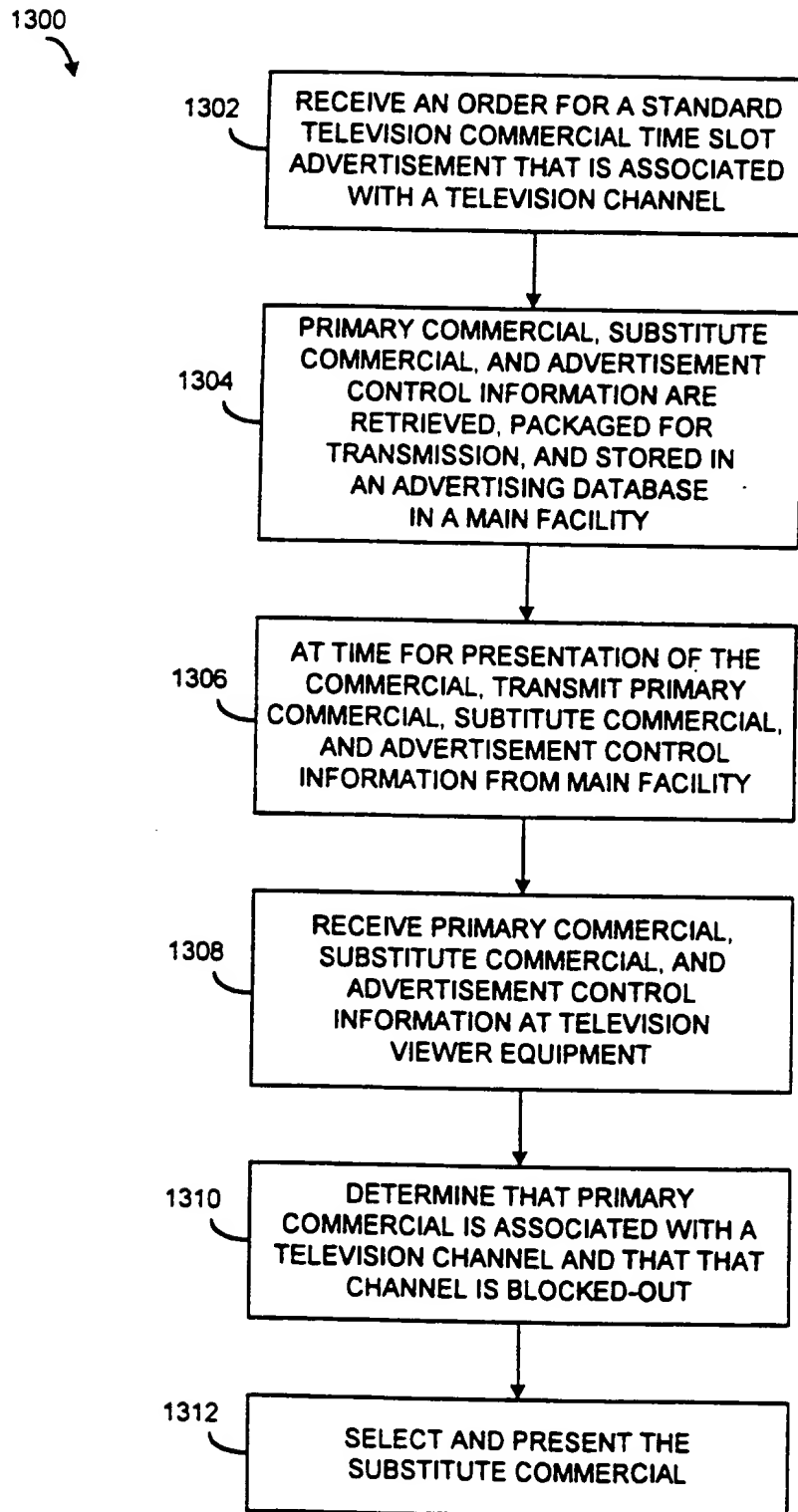


FIG. 13

14/19

1400

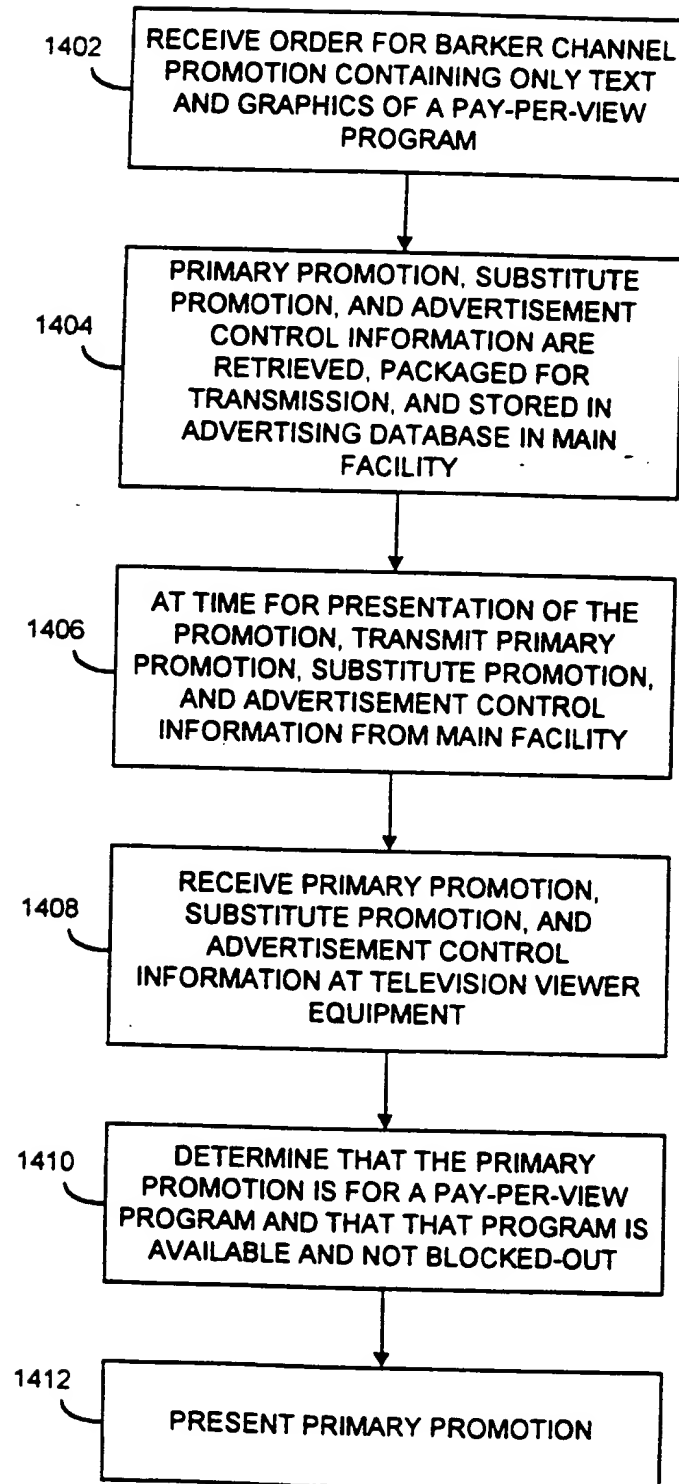


FIG. 14

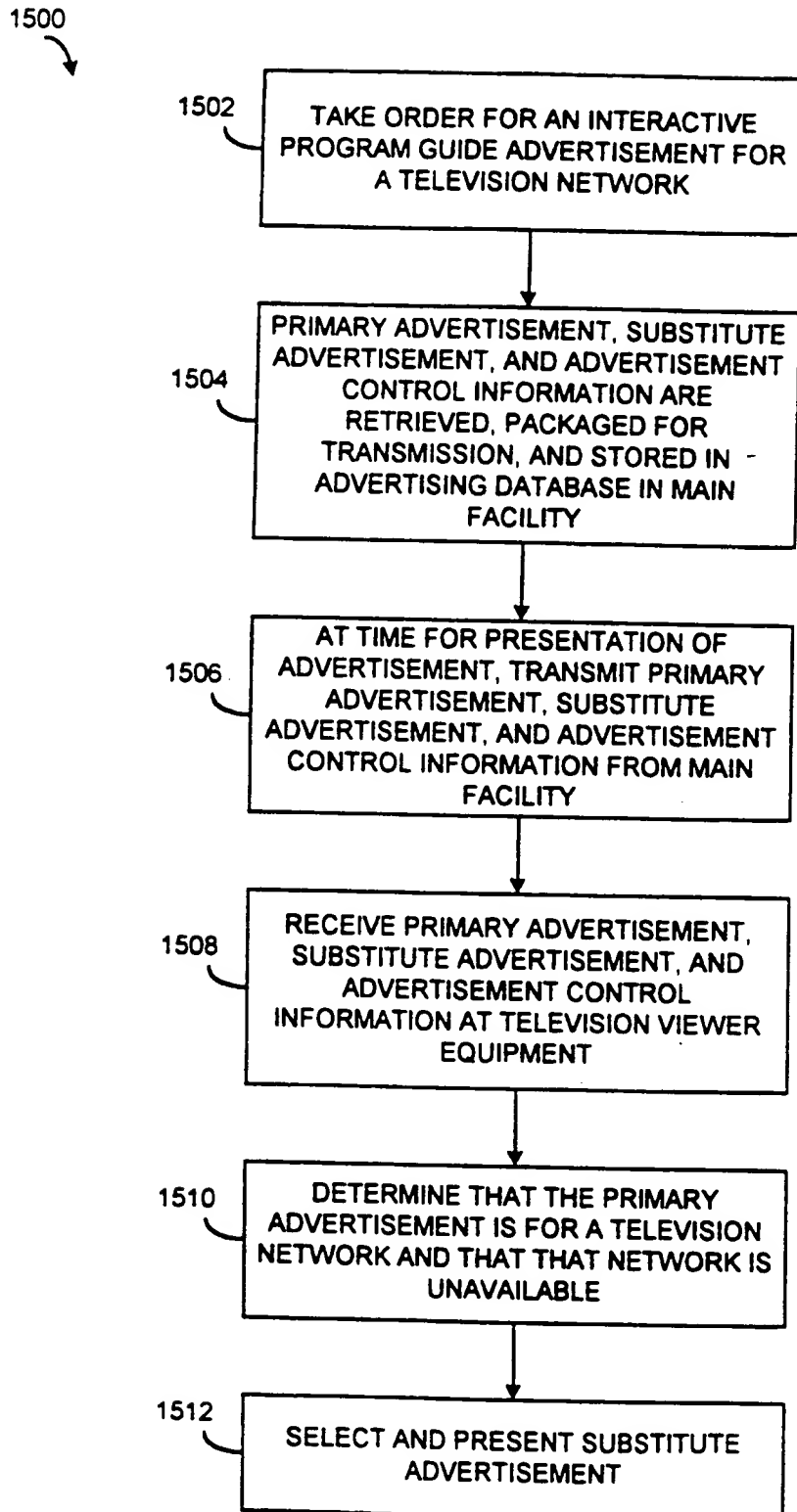


FIG. 15

1602 PROGRAM GUIDE						
ADVERTISEMENT						
CH/TIME	7:00 pm	7:30 pm	8:00 pm	8:30 pm	9:00 pm	9:30 pm
2	PROGRAM 1		PROGRAM 2			
3	PROGRAM 3		PROGRAM 4		PROGRAM 5	
4	PROGRAM 6	PROGRAM 7	PROGRAM 8	PROGRAM 9	PROGRAM 10	PROGRAM 11
5	PROGRAM 12	PROGRAM 13	PROGRAM 14		PROGRAM 15	
6	PROGRAM 16		PROGRAM 17			
7	PROGRAM 18		PROGRAM 19			
8	PROGRAM 20		PROGRAM 21		PROGRAM 22	
9	PROGRAM 23	PROGRAM 24	PROGRAM 25	PROGRAM 26	PROGRAM 27	
10	PROGRAM 28		PROGRAM 29		PROGRAM 30	
11	PROGRAM 31		PROGRAM 32		PROGRAM 33	

FIG. 18

17/19

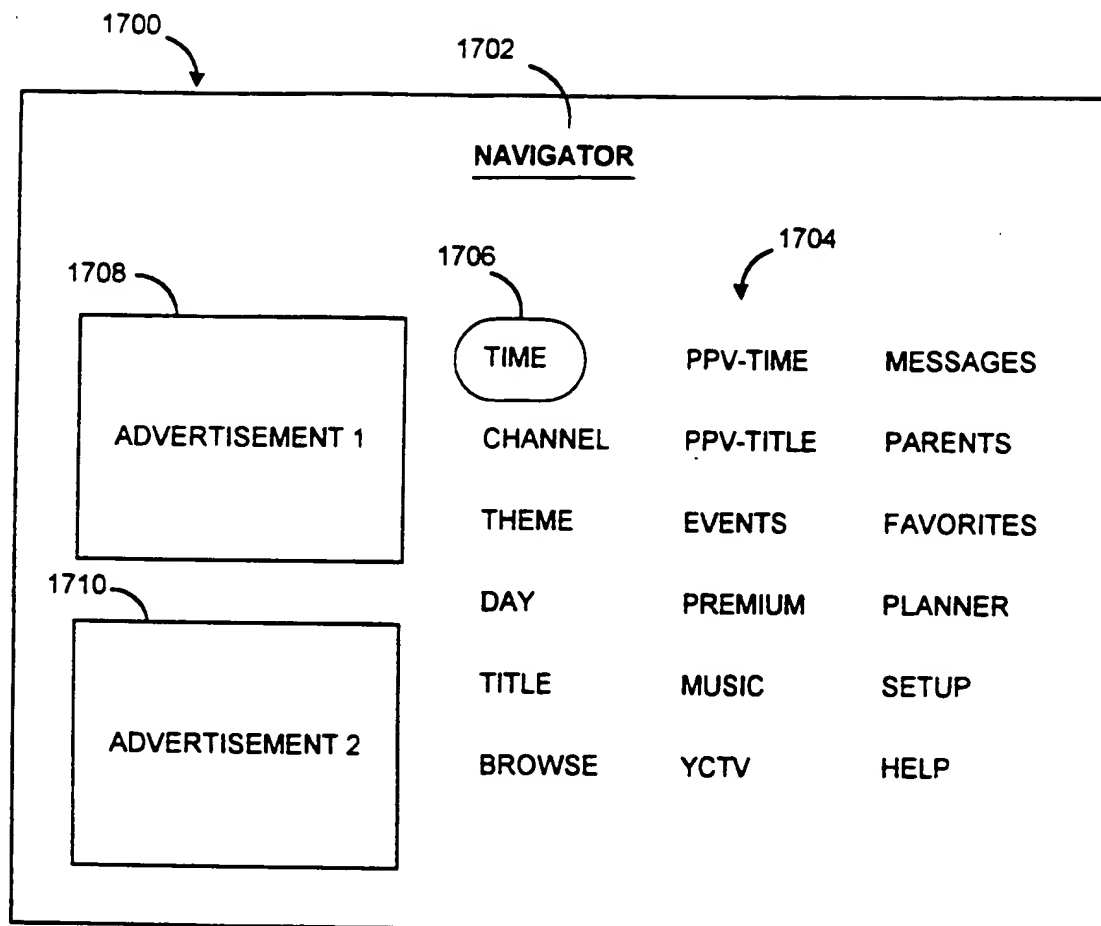


FIG. 17

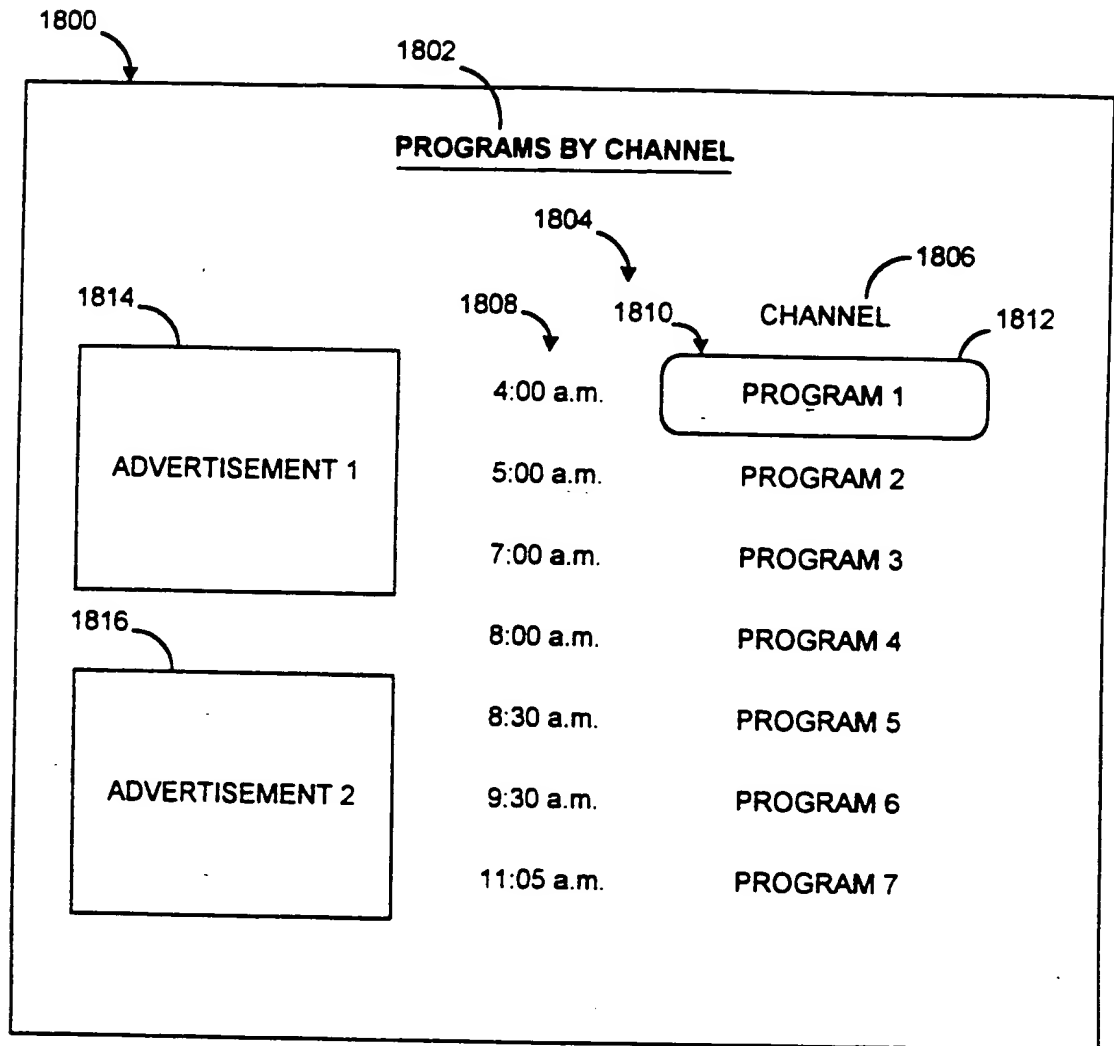


FIG. 18

19/19

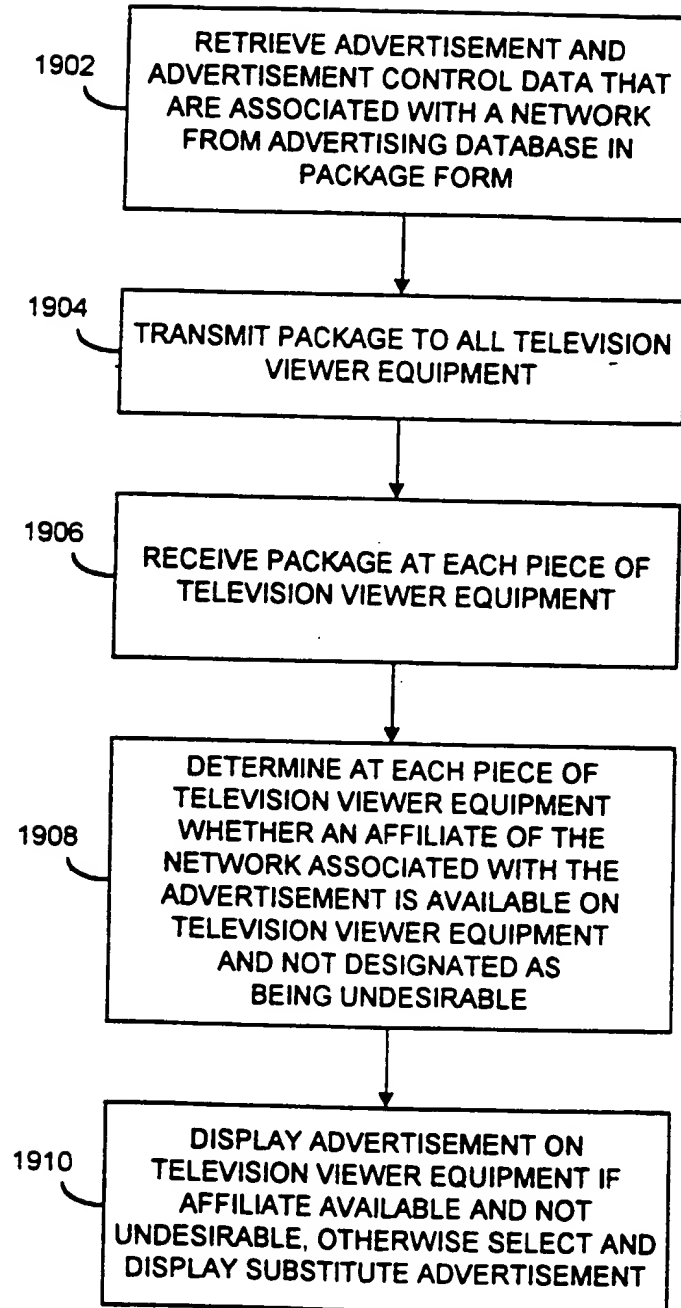
1900
↓

FIG. 19

INTERNATIONAL SEARCH REPORT

Intr. National Application No.

PCT/US 99/10587

A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 H04N5/445

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 6 H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	EP 0 822 718 A (DISCOVERY COMMUNICAT INC) 4 February 1998 (1998-02-04) page 12, line 10 - page 17, line 27 ---	1-22
P, A	WO 98 26596 A (STARSIGHT TELECAST INC) 18 June 1998 (1998-06-18) page 3, line 32 - page 17 ---	1-22
A	WO 98 20675 A (IGGULDEN JERRY) 14 May 1998 (1998-05-14) page 13 - page 40 -----	1-22

☐

Further documents are listed in the continuation of box C.

☒

Patent family members are listed in annex.

*** Special categories of cited documents :**

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier document but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Date of the actual completion of the international search

27 July 1999

Date of mailing of the international search report

03/08/1999

Name and mailing address of the ISA

European Patent Office, P. B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl.
Fax: (+31-70) 340-3016

Authorized officer

Materne, A